

The Impact of Knowledge About the Environment on The Attitudes and Behavior of Young Consumers in The Food Market

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ABSTRACT

This study examines the impact of environmental knowledge on the attitudes and behaviors of young consumers in the food market. This study found that consumers are increasingly recognizing the importance of green products and manufacturers are responding by incorporating green aspects into their marketing strategies. This study also found that there is a positive correlation between environmental knowledge and consumer attitudes and behaviors. This study used quantitative methods and analysed the data using regression analysis. The result show that both consumer attitudes and behaviors have a significant impact on environmental knowledge.

Keywords: *Environmental Knowledge, Consumer Attitude, Consumer Behavior, Food Market, Green Products.*

INTRODUCTION

According to Hanifah, et al (2019), Environmental damage is currently receiving a lot of attention from the Indonesian people because it's one of the problems that cause air, water, and waste pollution. The environment is one of the important aspects in consumer decision making to choose a food product.

Therefore, designing a marketing strategy is a concern for food producers to attract consumers. According to Kennedy (2009) messages containing environmental issues are an opportunity to attract attention because basically consumers want to know what they will buy and use.

According to Canon (1994: 48), consumers continue to demand products that are safe, reliable and useful. This is increasingly visible nowadays where businesses are currently in an environment-based era, manufacturers or companies that have higher technology and are more environmentally friendly are superior.

The problem that still arises in society is the quality and quantity of food production. Therefore, food as a factor that is very important for human life in addition to fulfilling nutrition and attractive appearance, food must also be safe for consumption so that it is free from all forms of contamination that can harm consumers.

This study aims to provide an overview of consumer knowledge of the environmentally friendly aspects of food products and their implementation by the industry. Food product manufacturers have recently begun to pay attention to environmentally friendly aspects in their production processes and product marketing strategies. On the other hand, consumers are also increasingly paying attention to this and looking for environmentally friendly products.

Market Food

Talking about food, according to WHO (World Health Organization) in Ratih, et al (2022) food or food is one of the basic human needs that is needed and requires proper management so that the food chosen for consumption has benefits for the body. For this reason, it is very important for producers and consumers to pay attention to aspects of food safety in life.

According to Ziguras (2003), the main thing that needs to be considered in using or consuming an item or food is the effect of the item or food on our own health.

According to the Food and Drug Supervisory Agency (BPOM, 2004), food safety or food safety is a condition and effort needed to prevent food from possible biological, chemical and other objects that can interfere with and endanger human health.

On the other hand, people are increasingly aware of the importance of protecting the environment and choosing environmentally friendly products in the food market. Manufacturers are increasingly implementing the importance of this and implementing environmentally friendly aspects in their marketing strategy.

Environmental Knowledge

Currently, the aspect of environmental sustainability is becoming an increasingly important issue for consumers and producers around the world. This triggers manufacturers to implement environmentally friendly aspects in their products as an effort to answer consumer needs for sustainable products.

Awareness about the environment or in another language that we know as Environmental Attitudes according to Heberlein (2013) in Mahendra (2022) which is an attitude of care for the environment that can produce a positive impact by using environmentally friendly products. According to Berry (2018) Environmental attitudes are formed by each individual's assessment of environmental sustainability.

According to Pankaj and Vishal (2014), environmentally friendly products are an alternative solution to environmental problems by making products using organic ingredients, saving energy use in product manufacture, reducing waste and pollution, and eliminating toxic products.

RESEARCH METHODS

This study has 3 independent variables, namely Interest in Environmental Knowledge, Knowledge of Environmental Problems, and Environmentally Friendly Shopping Habits and 1 dependent variable, namely Conscious Purchase Planning with the following research framework.

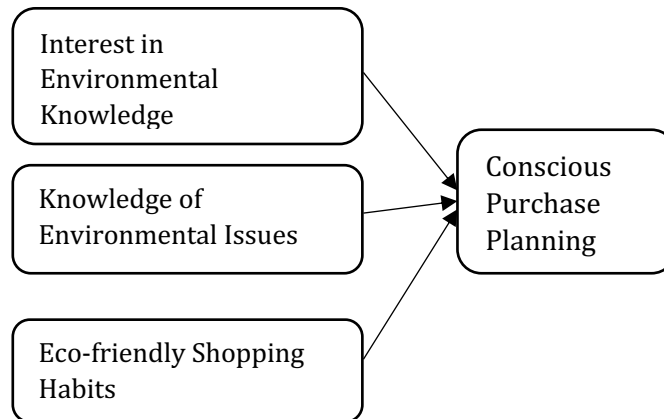


Figure 1. Research Framework

In this study, researchers used a quantitative descriptive research design. According to Rukajat (2018), a quantitative descriptive research design can describe situations, relationships, make provisional statements, and test hypotheses of a problem. A quantitative descriptive research design is also used to explain the results of the research and find conclusions about whether there is an impact between the variables used in the research, namely interest in environmental knowledge, knowledge about environmental issues, environmentally friendly shopping habits and conscious purchase planning.

Researchers also tested the instrument using the validity test and reliability test. While testing the hypothesis using multiple linear regression analysis, by doing a correlation test and T test.

The data collection technique used in this study is a non-probabilistic sampling technique in which the population does not have the same opportunity to be selected as a sample (Sekaran & Bougie, 2016). The data in this study uses primary data, which is obtained from the results of data collection which are distributed through questionnaires that can be accessed and filled out online by respondents. The research survey was conducted using the Google form online with a total of 103 data that will be examined using the SPSS version 25 application.

The hypotheses that will be used in this study include:

- H1: Interest in environmental knowledge is positively correlated with conscious purchase planning
- H2: Knowledge of environmental issues is positively correlated with conscious purchase planning

H3: Eco-friendly shopping habits are positively correlated with conscious purchase planning.

RESULTS AND DISCUSSION

Respondent Demographics

Before respondents filled out a questionnaire containing research-related statements that researchers needed, the researcher also needed the demographics of the respondents to find out the scope of the data in this study which contained choices regarding age range, last education, expenditure per month, and the last job of the respondents who would fill out the research questionnaire. this with the following results:

Table 1. Respondent Demographics

Demographic Information	Amount	Percentage (%)
Total Respondents	103	100,00
Age	17-35	99,1
	>35	4,9
Education	SD	1,9
	SMP	1,9
	SMA/SMK	59,3
	S1	34,0
	S2	3,9
Spending	S3	1,0
	<500.000	14,6
	500.000 - 2.000.000	44,7
	2.000.000 - 5.000.000	22,3
	5.000.000 - 10.000.000	9,7
Work	>10.000.000	8,7
	Student or College Student	50,5
	Entrepreneur	5,8
	Employee	25,2
Others	18,4	

Based on the demographic table of the respondents above, it can be concluded that the respondents in the age group 17-35 years got the highest total, namely 99 respondents, while the age group 35 years and over were 4 respondents. At the last level of education, the dominant respondent with the last education was SMA/SMK with a total of 59 respondents, respondents with the last education S1 were 35 respondents, respondents with the last education S2 were 4 respondents, respondents with the last education SMP and SD were 2 respondents each, while respondents with the last education S3 only 1 respondent.

At the level of expenditure per month, it is dominated by respondents with expenditures of IDR 500,000 – IDR 2,000,000 per month with a total of 46 respondents, respondents with spending levels of IDR 2,000,000 – IDR 5,000,000 per month totaling 23 respondents, respondents with spending levels of less than IDR 500,000 per month totaling 15 respondents, respondents with spending levels of IDR 5,000,000 – IDR 10,000,000 per month totaling 10 respondents, respondents with spending levels above IDR 10,000,000 totaling 9 respondents.

The last demographic based on work is dominated by respondents with student or student work totaling 52 respondents, respondents with employee jobs totaling 26 respondents, respondents with other jobs totaling 19 respondents, respondents with entrepreneurial work totaling 6 respondents.

Descriptive Statistical Analysis

Descriptive statistical tests in this study consisted of variables of interest in environmental knowledge, knowledge of environmental issues, environmentally friendly shopping habits and conscious purchase planning.

Interest in Environmental Knowledge

Table 2. Interest in Environmental Knowledge

Statement	N	TD	D	A	TA	Score	Mean	Result
		1	2	3	4			
I continue to broaden my knowledge of green food and develop healthy eating habits	103	4	16	58	25	310	3,01	High
In recent years I have significantly increased my knowledge and awareness when it comes to developing healthy eating habits	103	3	16	58	26	313	3,04	High
I follow social campaigns about healthy eating habits and try to practice them	103	14	29	45	15	267	2,59	Medium
Periodically, I update my knowledge about eating habits regularly by referring to the information provided by experts	103	8	17	57	21	297	2,88	High
Average							2,88	High

Based on the table above, the variable interest in environmental knowledge which consists of four indicators has an average value of 2.88 which is categorized as high. It can be concluded that respondents have an interest in environmental

knowledge, and do it in everyday life, so that the average value of the variable interest in environmental knowledge can be used in this study.

Knowledge of Environmental Issues

Table 3. Knowledge of Environmental Issues

Statement	N	TD	D	A	TA	Score	Mean	Result
		1	2	3	4			
Beef production on a global scale is largely responsible for climate change	103	8	36	43	16	273	2,65	Medium
Buying local products reduces carbon emissions from the food preparation process	103	4	19	62	18	300	2,91	High
I think a diet rich in fruits and vegetables, and not meat or animal products, has a positive impact on the environment	103	7	14	50	32	313	3,04	High
buying from local farmers allows them to improve their farmland and this is good for the environment	103	3	4	45	51	350	3,4	High
Average							2,88	High

If seen from the table above, the average value of the knowledge variable about environmental issues has a value of 3 which is categorized as high. It can be concluded that respondents care about environmental problems, so that the average value on the variable knowledge of environmental problems can be used in this study.

Eco-friendly Shopping Habits

Table 4. Eco-friendly Shopping Habits

Statement	N	TD	D	A	TA	Score	Mean	Result
		1	2	3	4			
I always check the country of origin of my food	103	10	35	41	17	271	2,63	Medium
To buy food products, I always check to see if there is a certificate indicating high quality food	103	5	23	52	23	299	2,9	High

I buy food more often in stores dedicated to eco-friendly products	103	7	35	44	17	277	2,69	Medium
I prefer local food products	103	4	14	53	32	319	3,1	High
Average							2,83	High

Based on the table above, the average value of the environment-friendly shopping habits variable has a value of 2.83 which is categorized as high. It can be concluded that the respondents are used to eco-friendly shopping, so that the average value on the environment-friendly shopping habit variable can be used in this study.

Conscious Purchase Planning

Table 5. Conscious Purchase Planning

Statement	N	TD D A TA				Score	Mean	Result
		1	2	3	4			
When shopping for food, I always use my own reusable shopping bag	103	8	12	41	42	323	3,14	High
I plan the food that I will eat beforehand	103	6	30	51	16	283	2,75	Medium
I cook using existing ingredients	103	8	6	52	37	324	3,15	High
Before shopping, I look at what's available in the fridge and at home	103	4	8	48	43	336	3,26	High
Make shopping planning	103	7	11	51	34	318	3,09	High
Average							2,83	High

Based on the table above, the average value of conscious purchasing planning variables has a value of 3.07 which is categorized as high. It can be concluded that respondents have a high awareness of the environment, so that the average value of conscious purchase planning variables can be used in this study.

Reliability Test

The level of reliability of a variable or research construct can be seen from the results of the Cronbach Alpha (α) statistical test. The variable or construct is said to be reliable if the Cronbach Alpha value is > 0.6 . The closer the alpha value is to one,

the more reliable the reliability value of the data is. The results of reliability testing can be seen in the table below:

Table 6. Reliability Test Result

Variable	Cronbach's Alpha	Result
Interest in Environmental Knowledge	0,813	Reliable
Knowledge of Environmental Issues	0,699	Reliable
Eco-friendly Shopping Habits	0,773	Reliable
Conscious Purchase Planning	0,813	Reliable

Based on the reliability test table above, the test results for all variables in this study, namely interest in environmental knowledge, knowledge of environmental problems, environmentally friendly shopping habits and conscious purchase planning, obtain a Cronbach's Alpha value that is greater than the Cronbach's Alpha coefficient so that all variables in the study declared reliable or reliable as a research instrument.

Validity Test

The criteria in testing this validity is that each question indicator is declared valid if the r-count value is greater than the r-table value and vice versa, if the r-count value is less than r-table, the question indicator is declared invalid. The following below is a table of the results of validity testing in this study which were processed using SPSS version 25.

Table 7. Validity Test Result

Variable	Questionnaire	R-count	R-table	Result
Interest in Environmental Knowledge	KPL.1	0,82	0,195	Valid
	KPL.2	0,83	0,195	Valid
	KPL.3	0,759	0,195	Valid
	KPL.4	0,812	0,195	Valid
Knowledge of Environmental Issues	PML.1	0,767	0,195	Valid
	PML.2	0,781	0,195	Valid
	PML.3	0,718	0,195	Valid
	PML.4	0,639	0,195	Valid
Eco-friendly Shopping Habits	KBL.1	0,732	0,195	Valid
	KBL.2	0,851	0,195	Valid
	KBL.3	0,81	0,195	Valid
	KBL.4	0,696	0,195	Valid
Conscious Purchase Planning	PPS.1	0,768	0,195	Valid
	PPS.2	0,774	0,195	Valid
	PPS.3	0,691	0,195	Valid
	PPS.4	0,813	0,195	Valid
	PPS.5	0,747	0,195	Valid

From the table it can be seen that there were 17 questionnaire questions in this study that met the validity test decision criteria because they obtained an r-count value that was greater than the r-table value. Thus, the 17 question questionnaires in this study can be continued.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Result

Regression Model	R ²	Adjusted R ²	Unstd. Beta
Constant			1,992
Interest in environmental knowledge is positively correlated with conscious purchase planning			0,12
Knowledge of environmental issues is positively correlated with conscious purchase planning	0,52	0,502	0,611
Green shopping habits are positively correlated with conscious purchase planning			0,413

Based on the results of the multiple linear regression analysis above, it can be seen that the value of the coefficient of determination (adjusted R²) obtained is 0.502. The acquisition of this value states that the independent variables in this study consisting of Interest in Environmental Knowledge, Knowledge of Environmental Problems, and Environmentally Friendly Shopping Habits have an impact on the dependent variable, namely Conscious Purchase Planning of 50.2% while the remaining 49.8% (1 - 0.502) has an impact on other variables not used in this study.

The regression coefficient value of the variable Interest in Environmental Knowledge, Knowledge of Environmental Issues, and Eco-Friendly Shopping Habits has a positive impact on Conscious Purchase Planning with a value of 0.120 (12%), 0.611 (61.1%) and 0.413 (41.3%).

T Test

The decision criteria in this test is if the calculated t value obtained is greater than the t table value used in this study, which is 1.984 because the sample obtained is 103 respondents. If the significance value obtained is less than 0.05 then the regression model is declared accepted and vice versa if the calculated t value obtained is greater than the t table value and the significance value obtained is more than 0.05 then the regression model is rejected. The following are the results of the T test in this study which were processed using SPSS version 25.

Table 9. T Test Result

Model	Coefficient ^a				
	Unstd. Coefficients		Std. Coefficient	t	Sig.
	B	Std. Error	Beta		
Constant	1,992	1,346		1,479	0,142
TOTAL_X1	0,12	0,102	0,098	1,168	0,246
TOTAL_X2	0,611	0,112	0,439	5,442	0
TOTAL_X3	0,413	0,107	0,333	3,856	0

Table 10. Regression Model

Proposed hypothesis	T	Sig.	Result
Interest in environmental knowledge is positively correlated with conscious purchase planning	1,168	0,246	Rejected
Knowledge of environmental issues is positively correlated with conscious purchase planning	5,443	0	Accepted
Green shopping habits are positively correlated with conscious purchase planning	3,856	0	Accepted

Hypothesis Test

Table 11. Hypothesis Test

Proposed hypothesis	Result
Interest in environmental knowledge is positively correlated with conscious purchase planning	Rejected
Knowledge of environmental issues is positively correlated with conscious purchase planning	Accepted
Green shopping habits are positively correlated with conscious purchase planning	Accepted

Based on the results of the hypothesis testing shown above, the result is that interest in environmental knowledge is negatively correlated with conscious purchase planning. Then knowledge of environmental issues has a significant positive impact on conscious purchase planning. As well as eco-friendly shopping habits have a positive significant impact with conscious purchase planning.

CONCLUSION

Based on the results of the research that the researchers have done with the title "The Impact of Environmental Knowledge on the Attitudes and Behavior of Young Consumers in the Food Market", it can be concluded that knowledge of environmental issues has a direct impact on the attitudes and behavior of young consumers in the food market, this is indicated by the receipt of the results H2.

There is a lot of information about environmental issues that is spread both through the internet and word of mouth that can be received by every individual and can foster a sense of care for young consumers for the environment so that they consciously plan to purchase environmentally friendly food products.

Based on these results, further researchers can analyze more deeply how the dissemination of information about environmental issues and how producers have implications for their companies.

In addition, it can also be concluded that environmentally friendly shopping habits have an impact on conscious planning to purchase environmentally friendly food products, this is indicated by the receipt of the H3 results.

This shows that there is a difference in purchasing products that are not environmentally friendly and those that are environmentally friendly. These differences are like bringing shopping bags to reduce the use of plastic bags, bringing drink tumblers (bottles) to reduce the use of plastic cups/bottles, and so on.

Producers and researchers can then analyze what environmentally friendly goods or food products are interesting to make that can be used in everyday life. And still help eliminate or reduce existing environmental problems.

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