# Personality on Green Consumer Behaviour

Cholilawati*, I Made Putrawan and Nadiroh

*Abstract--- In previous studies it was said that in general pro-environment behavior is related to personality, whereas other studies have shown that personality is also associated with certain pro-environment attitudes. therefore, the purpose of this study is to determine the relationship between personality on green consumer behavior. This research uses survey method using correlation analysis technique. The target population in this survey is the Central Jakarta District Code, and the study population is 8 Central Jakarta District Districts. The population in this survey is late adolescence, which is adolescents aged around 17-20 years. As a sampling unit are teenagers who are doing their activities in modern shopping centers (malls). The sampling technique is done by purposive sampling and incidental sampling method in adolescents who are in the mall location. From the testing of the significance of the coefficient obtained that the regression coefficient is significant, that there is a positive influence on the independent variable X1 (Personality) on the dependent variable Y (Green Customer behavior).*

*Keywords--- Personality, Consumer Behaviour, Green Consumer.*

## I. INTRODUCTION

Consumer behavior is a part of our daily lives. We often do it and we can not avoid in running our lives, we have even been involved in consumer behavior activities. Consumer behavior activities involve interactions that affect cognition, behavior, and the environment in which a person performs aspects of exchange in his life.

Industry also has a role in providing consumer needs in the form of goods and services that will be consumed for daily needs. To meet consumer demand, for that the industry provides many consumer goods for different consumers, because the needs of each consumer in purchasing products are also different. Here personality plays an important role in choosing to buy the product they want. This research will help identify the personality that is in the minds of consumers, how the influence of consumer personality in the purchase of goods.

A consumer's personality can have a profound effect on behavior, it can be seen in the habits that they do such as what brands are often bought, which store he buys, when and what products are bought, and how they process after using the product. In the wider community there is a group of people who for the most part are expected not to have this frontier attitude. Instead, they even care about their environment and have an awareness of environmental sustainability. They are known as green consumers. Green consumer behavior in the Department of Family Welfare Sciences does not appear to be widespread even though students have obtained various lessons that lead to environmental stewardship. This is because of the habits that occur in the family environment. Parents should have an important role in shaping positive behavior towards the environment such as changing shopping habits, changing the habit of littering in any place, changing the habit of leaving the classroom dirty and full of garbage, and changing the habit of buying products or packaging that are not environmentally friendly.

*Cholilawati*, Vocational Fashion Design Education Department, Universitas Negeri Jakarta, Indonesia. E-mail: Lbylila17@Gmail.Com*
*I Made Putrawan, Education Population and Environment Department, Universitas Negeri Jakarta, Indonesia.*
*Nadiroh, Education Population and Environment Department, Universitas Negeri Jakarta, Indonesia.*

Personality reflects the internal characteristics of consumers. Personality is more describing the deepest characteristics that exist in humans. Personality can be a very useful variable in analyzing consumer behavior, as long as these personality types can be accurately classified and there is a strong correlation between certain personality types and product or brand choices.

No two human beings are exactly the same in their nature or personality, each of which has 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.

From the background description that has been written, this study focuses on individual consumers, namely about green consumer behavior that is influenced by personality.

## II. LITERATURE REVIEW

### 2.1 Green Consumer Behaviour

According to Sciffman and Winsenblit (Leon G. Schiffman and Joseph L. Wisenblit, 2015), consumer behavior is defined as the study of consumer actions while searching, buying, using, evaluating, disposing of products and services they expect for their needs). This explains how the individual processes explain what products and brands consumers buy, why they buy them, when they buy them, where they buy them, how often they buy them, how often they use them, how they evaluate them after buying, and whether they don't buy them. repeatedly.

In contrast to Khan's opinion, that consumer behavior is about what we buy, how we buy, where and when we buy, in how much amount we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, attitude, our beliefs, values, motivation, personality, social class and various other factors both internal and external (Khan, 2006).

Consumer behavior according to Solomon, more than just buying, also includes the study of how having (not owning) things that affect our lives and how possessions affect our own feelings and relationships with each other. Solomon also writes that consumer behavior is the study of the processes involved when individuals or groups choose, buy, use or dispose of products, services, ideas or experiences to meet their needs and desires (Michael Solomon, Gary Bamossy, Soren Askegaard, 2006).

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. The sustainable consumption process as written by UNEP is the use of related services and products that respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials and emissions of waste and pollutants during the service or product life cycle so as not to endanger the generation needs future (UNEP, 2015).

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 Winsenblit, identified three types of green consumers: The 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. Secondly, organic eaters: are concerned about looking after their own health and not so much to defend the planet. And third, economizers: experimenting with buying environmentally friendly products to save money. Another study identified four groups of green consumers, namely: True greens: people who have adopted environmentally friendly behaviors. They try to convince friends to use environmentally friendly products, and avoid buying products that have a negative impact on the environment. They switch brands for ecological reasons and are willing to make personal sacrifices to protect the environment. In addition, they maintain that the government must do more to protect the environment and educate children about environmental protection in the future, and want companies to be transparent when marketing environmentally friendly products.

First, Donor Greens are people who feel guilty for the lack of environmentally friendly buying behavior, and sometimes consider the environmental impact when buying a product. They are willing to sacrifice financially to support the environment, but do not want to change their shopping behavior.

Secondly, Learning Greens is that this person is still learning about environmental issues, but is not actively involved in ecological causes. They are looking for easy ways to not involve major changes in consumption behavior that support the environment and sometimes consider the environmental impact when buying products, but are skeptical about environmental demands.

Third, Non-Greens are people who don't care about wildlife environmental issues. They are not involved in environmentally friendly behavior, they also feel guilty of causing adverse effects on the environment. Even though some of them admit to causing problems to the environment, they still buy ecological products that are not healthy, don't look for green seals when shopping, and believe that it's okay for large companies to act in ways that have negative effects on the environment (Leon G. Schiffman and Joseph L. Wisenblit, 2015).

### 2.2 Kepribadian

According to Leon G. Schiffman and Joseph L. Wisenblit(Leon G. Schiffman and Joseph L. Wisenblit, 2015), "Personality consists of the inner psychological characteristics that both determine and reflect how we think and act." They also write "Because the inner characteristics that constitute an individual's personality are a unique combination of factors, no two individuals are exactly alike. Nevertheless, many individuals may possess a single or even a few 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. Leon also said "Generally, an individual's personality tends to be both consistent and generally enduring." This means that the personality tends to be permanent and difficult to change. A human trait is called a personality if it has caused that person's behavior to be consistent over time. Therefore human

nature can be considered as a personality if it has caused the person's behavior to be consistent over time. Furthermore Leon and Joseph also said, "Although personality is generally enduring, under certain circumstances, personalities change" The description can be explained that the situation also greatly affects one's personality. A person's personality changes not only in response to sudden events such as major life events that greatly affect personality (marriage, death of parents, child birth, or changes in work / profession) but also as part of a gradual process of maturity.

Kardes, Cronley and 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 tendencies (Garbarski, 2012). Understanding consumer personality can help marketing activities especially marketers in predicting what products are needed by consumers. People don't always have the same behavior in all situations, and a person's personality can change from time to time. Adult consumer personalities are also in line with their physical growth. Some research on personality and consumer psychology has produced a number of measurable personality traits. Among the several taxonomies of the most popular trait theory is the Five Factor Model. This multi-factor structure identifies five basic characteristics that originate primarily from individual genetics and learning from early childhood. Five personality traits written by Frank R. Kardes, Maria L. Cronley, Thomas W. Cline are: Surgency (outgoingness), Hospitality (agreableness), Conscientiousness, Emotional Stability (emotional stability), and Intelligence (Garbarski, 2012).

Likewise with Colquitt, LePine and Wesson (Colquitt, 2009) in The Big Five Model, personality 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).Methodology/Materials

## III. METHODOLOGY / MATERIALS

This research uses survey method. In this case you want to know whether there is a relationship. This study uses correlation analysis techniques. The research design model of the variables of this study can be described below. In this study personality group samples are divided into five categories of openness, conscientiousness, extraversion, agreeableness, neuroticism. From this design, related to the research conducted, namely to determine the effect of personality openness, conscientiousness, extraversion, agreeableness, neuroticism as predictors of the occurrence of green consumer behavior in adolescents. From this design, it will be known what factors are the most dominant influencing the occurrence of green consumer behavior and the possibility of the interaction of the two risk factors on the occurrence of green consumer behavior (green consumerism behavior). The population in this survey is late adolescence, which is adolescents aged around 17-20 years. As a sampling unit are teenagers who are doing their activities in modern shopping centers (malls). The sampling technique is done by purposive sampling and incidental sampling method in adolescents who are in the mall location. The research data collection consisted of two types of

data collected using different questionnaire instruments, namely personality variable data and green consumer behavior in the form of scales. Green consumer behavior is the value / score given to respondents in this case is adolescents in the Central Jakarta area to measure the behavior of searching, purchasing, using, evaluating and disposing of products and services that are friendly to the environment. Personality is measured by item test questions, obtained after the respondent answers the instrument in the form of a test consisting of 50 questions, with a value of 1 to 5 that measures the personality of adolescents in Central Jakarta determined based on 5 aspects of the theory of the big five personality OCEAN namely openness, conscientiousness, extraversion, agreeableness, neuroticism. Research data were collected using a questionnaire that was validated with the Product Moment Correlation formula and reliability using the Cronbach Alpha formula.

## IV. RESULTS AND FINDINGS

Table 1: Results of Calculation of Correlation Coefficients Effect of Variable X1 on VariablesY

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .165[a] | .027 | .022 | 9.207 |
| a. Predictors: (Constant), Personality | | | | |

Table 2: Recapitulation of Calculation Results for the Significance of the Regression Coefficient Effect of Variable

X1 with Variable Y

| ANOVA[b] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 408.947 | 1 | 408.947 | 4.825 | .029[a] |
| | Residual | 14664.230 | 173 | 84.764 | | |
| | Total | 15073.177 | 174 | | | |
| a. Predictors: (Constant), Personality | | | | | | |
| b. Dependent Variable: Green Consumer_behavior | | | | | | |

From table 1 above it can be seen that the double correlation coefficient influence the independent variable Personality (X1) on the Green Consumer Behavior (Y) of 0.165. While the coefficient of determination is 2.7%. the regression line equation that represents the effect of variables X1 and X2 in stages of the Y variable, that is $\hat{Y}=52{,}991 + 0{,}257X_1$

While testing the significance of the regression line is to pay attention to the results of calculations that are in Table 4.5. According to the existing provisions, the criteria for the significance of the regression are "if Sig <0.05 then H0 is rejected" or "if Fcount>Ftable then H0 is rejected", which means that the regression coefficient is significant, in other words there is a significant influence of the independent variable X1 on the variable bound Y. Sig values are the numbers listed in the Sig column in Table 4.5. The calculated F value is the number listed in column F in Table 4.5. From Table 2 it can be seen that the value of Sig = 0.029 and Fcount = 4.825, while Ftable = 1.26. Because the Sig value <0.05 and Fcount> F table then H0 is rejected which means that the regression coefficient is significant. In other words, there is a significant influence of the independent variable Personality (X1) on the Green Consumer Behavior (Y) dependent variable.

From the results of the regression test, it can be concluded that there is a significant influence of the independent variable Personality (X1) on the Green Consumer Behavior (Y).

From the testing of the significance of the regression coefficients also carried out with the SPSS program it is found that the regression coefficients are significant, which is indicated by the value of Sig = 0.029 and Fcount = 4.825, while Ftable = 1.26 so that the values of Sig <0.05 and Fcount>Ftable or regression significant, which means that there is a positive influence on the independent variable X1 (Personality) on the dependent variable Y(Green Consumer Behavior).

This is as stated by Solomon that consumer behavior is not just how a person consumes an item / product but includes issues that affect consumers before, during, and after purchase and involves a rational consideration or not on oneself or one's personality whether it affects individuals in wanting to own something. In other words, each personality has different desires in fulfilling his desire to have something of goods / services(Michael Solomon, Gary Bamossy, Soren Askegaard, 2006).

Khan also said that in the activities of consumer behavior personality determines what we buy, how we buy, where and when we buy, in how much amount we buy.(Khan, 2006).

In line with the results of Arisyi's research, that personality has a positive influence on the behavior of green consumers(Arisyi & Engriani, 2019). Likewise with the factors that affect green consumers in buying organic products consisting of 7 factors, one of which is the habit and personality factors(Ni Putu Cempaka Dharmadewi Atmaja, 2014).

## V. CONCLUSION

Based on the results of research and discussion of research, it can be concluded as follows:

1. From the testing of the significance of the regression coefficients also carried out with the SPSS program it is found that the regression coefficients are significant, which means that there is a positive influence of the independent variable X1 (Personality) on the dependent variable Y (Green Consumer Behavior).

2. Personality can be related to consumer behavior. Differences in personality will affect individual behavior in choosing or buying products, because consumers will buy goods that are in accordance with their personality.

## REFERENCES

[1] Arisyi, D. F., & Engriani, Y. (2019). Pengaruh Faktor Personal dan Attitude Terhadap Green Consumer Behavior Produk LG Green Health Pada Masyarakat Kota Padang. 01, 83–95.
[2] Colquitt, L. & W. (2009). Organizational Behavior. *USA: McGraw-Hill.*
[3] Garbarski, L. (2012). Consumer behavior. *In Successfully Doing Business/Marketing in Eastern Europe.*
[4] Khan, M. (2006). Consumer Behaviour and Advertising Management. In New Age International Publisher.
[5] Leon G. Schiffman and Joseph L. Wisenblit. (2015). *Consumer Behavior (Elevent Ed; S. Wall, ed.). PERSON.*
[6] Michael Solomon, Gary Bamossy, Soren Askegaard, M. K. H. (2006). Consumer Behaviour A european Perspektive. *In Marketing: An Introductory Text (third edit).*
[7] Ni Putu Cempaka Dharmadewi Atmaja, N. M. S. U. (2014). Faktor-Faktor Yang Mempengaruhi. 1(1), 133–141.
[8] UNEP. (2015). Sustainable Consumption and Production A Handbook for Policymaker (Global Edi). *United Nations Environment Programme.*