Attitude analysis in the theory of planned behavior: green marketing against the intention to buy environmentally friendly products

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Abstract. The main concern of the Theory of Planned Behavior (TPB) is on one's intention to do something because the intention is an intermediate variable that causes behavior from an attitude or other variables. Some things that need to be considered regarding consumer intentions in carrying out the purchase intention of green products in Baubau City, namely the intention as an intermediary for motivational factors that have an impact on the behavior of the benefits of green products. The intention is to show how much effort a person has planned to do because the presence of green food products is one of the good alternatives to prevent global warming that is happening at this time. The intention is closest to the next behavior. TPB included influences that might arise from perceived behavioral control to achieve behavioral goals.

1. Introduction

The whole world is currently facing climate change due to global warming, including in Indonesia. As a result of this global warming, disaster has increased. Global warming has an impact on weather changes, making the dry season long, heavy rainfall erratic resulting in very high disasters. Climate change is felt by the global community. As a result, many areas are hit by a prolonged dry season without rain at all, resulting in widespread droughts and forest fires due to the long dry season [1].

Global warming will also have an impact on health problems and become a very significant problem. As a result of global warming, the impact of drought has led to a lack of healthy air, clean water and the failure of crop production. Causing starvation and food prices to soar [2].
As a result of the impact of global warming, many companies have made various breakthroughs to reduce global warming temperatures. Among them is the presence of company products that are environmentally friendly (green marketing) and can be marketed that are environmentally friendly [3].

Green marketing is a product marketing strategy concept by producers for the needs of consumers who care about the environment. Can also mean the product marketing strategy concept of producers who care about the environment for consumers. Green marketing is also an advertising method that promotes environmental sensitivity to prospective buyers [4]. This green marketing turns out to get the attention of the public at large, so there is a desire of consumers to repurchase environmentally friendly products. Such behavior raises the intention to buy back because of its benefits and uses for health.

Behavior is a real action that can be seen or observed [5]. These behaviors occur due to the process of delivering knowledge of a stimulus to the determination of the attitude to act or not act, and this can be seen by using the five senses. Furthermore, Ajzen [6] explains that behavior or behavior is a habit of acting that shows a person's character which consists of behavioral patterns used by individuals in carrying out activities.

The pattern of one's behavior can be different from one another, but the process of occurrence is fundamental to all individuals, that is, it can occur because it is caused, moved, and aimed at the target of Kast den Rosenzweig, in [7,8]. This means that the behavior cannot be spontaneous and aimless, but must have explicit or implicit goals.

Theoretically, personal evaluation of attitude expected social behavior (subjective norms), and behavioral self-efficacy (perceived behavioral control) are very different concepts, each of which has an important place in social research and behavior. The theory of planned behavior distinguishes between three types of beliefs, namely behavioral belief, normative belief, and control belief, where it is related to the construction of attitudes, subjective norms, and perceived behavioral control. It is sufficient to say that all beliefs associate interesting behavior with attributes of several types, whether it is a result, normative expectation, or the resources needed to perform behavior [9].

![Figure 1. Theory of planned behavior](image)

The best predictions about a person's behavior are based on the person's interests. The interest in behavior is based on two main factors, namely: the individual's trust in the results of the behavior carried out and the individual's perceptions of the views of the people closest to the behavior. It can be said that attitudes will influence behavior through a careful decision-making process and have reasons and will have limited impact on three things [9]. That is:

1. The attitude that is carried out on behavior is based on attention to the results that occur when the behavior is carried out.
2. Behavior carried out by an individual, not only based on views or perceptions that are considered true by individuals but also pay attention to the views or perceptions of others who are close or related to individuals.

3. Attitudes that arise based on the views and perceptions of individuals, and pay attention to the views or perceptions of others for these behaviors, will lead to behavioral intentions that can be behavior.

Attitudes can be defined as feelings, thoughts, and tendencies of a person who is more or less permanent about certain aspects of his environment. Attitude is also an evaluative bias towards an object or subject that has consequences namely how a person is faced with an object of attitude. This is in line with the statement [10] that attitude is a pleasant evaluation of something or someone who is shown in a person’s beliefs, feelings or behavior.

According to [11] that attitude is the readiness to react to certain environmental objects as an appreciation of the object, then give value to stimulus in the form of good and bad, positive or negative, pleasant or unpleasant, agree or disagree then crystallize as a potential reaction towards the object of attitude.

The attitude formed from experience, through the process of learning the experience in question is about an object that becomes an evaluation response from attitude. The learning process in experience is as an increase in individual knowledge of the object of attitude. The learning process is obtained through interaction with personal experience, the influence of other people who are considered important, cultural influences, mass media, educational institutions, and religious institutions as well as the influence of emotional factors [12]. According to [13] attitudes are human behavior actions that are still veiled or have not revealed themselves, which can be said as readiness or tendency to react to certain objects that are faced, seen, touched, heard, kissed, and felt in a particular environment.

The attitude reaction towards the desire to buy for old environmental products has also become increasingly popular with people. So that there is an intention to buyback by the consumers. The rise of traditional food products is now a new alternative for consumers. Food and beverage products are the products that are the most sought after by consumers who care about the environment. This opens opportunities for producers to sell products that are in line with market demand, healthy and environmentally friendly products such as organic food and beverage products [14].

Since a few years ago, it seems that the business in Baubau City is increasingly filled by several creative businesses, which include culinary business. Meanwhile, many people say that traditional menus will once again get a place in the hearts of Indonesian culinary lovers. Because now many have been bored with modern menus and instead glanced at the traditional menu. Also, reportedly, traditional menus are more healthy than modern menus offered by several restaurants. Understandably, modern menus are known as such, many of which result in the body being unhealthy. By that, many people understand that the presence of traditional food is one of the good alternatives to prevent global warming that is happening at this time.

2. Methods
This study used qualitative research methods. With a phenomenological approach, Qualitative research can be used to understand social interactions, for example by in-depth interviews, how social phenomena are formed and given meaning that is not rigorously tested or measured in terms of quantity [15]. Whereas according to [16] is an empirical study that investigates phenomena in real-life contexts when the boundaries between phenomena and contexts studied do not appear decisively and multi-sources are needed. The collection method used by the researcher was purposive sampling. With characteristics such as traditional culinary connoisseurs in Baubau City, Southeast Sulawesi. Data collection techniques using observation and interview Where the research informants were 38 people interviewed. There are three stages of qualitative data analysis, namely data reduction, data adjustment, and conclusion drawing [17].
3. Results and discussion

Theory of Planned Behavior (TPB) is based on the assumption that humans are rational creatures and use information system where people think of the implications of their actions before they decide to do or not do certain behaviors. Theory of Planned Behavior (TPB) aims to explain consumer behavior that begins with intention. In these theories describing consumer behavior is not a spontaneous, impulsive, habitual, or not thinking behavior. This shows that consumer behavior comes from intentions which are directly influenced by subjective attitudes and norms [18].

Environmentally friendly products by SMEs in the City of Baubau regarding their production processes are identical to the use of environmentally friendly raw materials that are guaranteed by the existence of certificates or permits from certain institutions. Some of the SMEs, have carried out environmentally-friendly production processes, and apparently experienced increased sales and income, because the public believed that the product produced was very clean, using truly safe raw materials, as well as SNI and halal labels, efficiency in the use of raw materials, energy and water which all can reduce operating costs [19].

In Baubau City, regional specialties not only have a variety of types but also have a lot of nutritional content by raw materials, additional ingredients and processing techniques used. In addition to animal and vegetable ingredients, there are several other nutrients contained in regional foods such as minerals, the benefits of carbohydrates, proteins, fats, water and vitamins which differ in each food in the area.

According to the informant who was met, the desire to buy against traditional food was influenced by the benefit factor consumed by consumers. Unlike food and beverages that contain chemicals as preservatives, sweeteners, colorants and other flavorings in packaged foods, regional specialties are considered healthier because they only use various natural ingredients in the manufacturing process. This is in line with what was revealed by [20] that the main determinant factors that influence the intention and behavior of household waste separation. Noting the determinants including the attitude of citizens, subjective norms, control of perceived behavior, morals, obligations, past behavior, and demographic factors, with predictions of household waste arrangements.

Packaged or ready-to-eat foods usually contain several chemicals that aim to make these foods last longer and ultimately can cause cancer and also other degenerative diseases. In several studies concluded that the cause of the health problem is that the body's cells have been contaminated with substances that are not good.

Several things influence consumers to intend to buy back by green marketing products. Is because they have a variety of nutrient content and benefits, according to the raw materials, additional ingredients, and processing techniques used. The main ingredients of regional food products are vegetable or animal ingredients. The main nutrients are carbohydrates, protein, fat, minerals, vitamins, and water. The number of these components varies with each ingredient, depending on the composition, hardness, texture, taste and color.

Besides that, according to the informant, green products in terms of environmental health did not have a bad effect because from raw materials to servings using materials that are environmentally friendly and can be recycled.

4. Conclusion

TPB included influences that might arise from perceived behavioral control to achieve behavioral goals. TPB is generally suitable to be applied to behavior that is beyond the control of one's abilities (not under personal control) including control of personal costs and obstacles to carrying out a behavior. The city of Baubau as one of the developing cities is currently intensively carrying out infrastructure improvements to support the pace of the regional economy. Especially in tourism. In line with the development process in various sectors, tourism is a social reality that cannot be denied that behind the glitter of various development projects including the culinary business fields. Whereas in green food products do not use preservatives, the coloring and packaging are environmentally
friendly. Environmentally friendly means were harmonizing human activities with the environment without reducing the quality of life.

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