MAPPING OF CONSUMPTION OF GREEN PRODUCTS FOR URBAN SOCIETY DENPASAR CITY

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Abstract:
One of the points of the 2030 sustainable development goals is to ensure sustainable production and consumption patterns. One strategy that can be used is to consume food and non-food based on pro-environment (green product). This study aims to determine how the consumption pattern of green products from urban communities in Denpasar City. What are the internal and external factors that encourage urban communities in the city of Denpasar to consume green products? The analysis used in this research is descriptive analysis which is useful for looking at the average, cross tabulation of demographic factors, internal and external factors with the choice of consuming green products from the urban community of Denpasar. The results of the study stated that the factors that became the basis for people to consume green products were 1) the desire to adopt a more environmentally friendly lifestyle, 2) health factors, 3) better quality of goods, and 4) following trends. Types of Green Products consumed by respondents include: eco bags, drinking water bottles, straws, tablespoons, bath soap, organic vegetables and fruits, lunch boxes, snacks, cosmetics, and mineral water. Public awareness of the city of Denpasar is becoming a trend in the implementation of achieving sustainable development goals.

Keywords:
Green Products, Consumption Pattern, Urban, Sustainable Development, Public Policy

INTRODUCTION

The rapid economic growth and development that happened since the 1950s caused huge environmental pressures and impacts. The use of natural resources in the form of biomass, fossil fuels, minerals, and water has grown dramatically from less than 10 billion tons in 1950 to more than 70 billion tons in 2010 (Unep, 2011). modern lifestyle based on current consumption and production patterns requires 25 to 30 tons of natural resources, per capita, per year as raw materials (Wiedmann et al., 2013). Humans have begun to realize the importance of each production and consumption activity carried out in the past ten years and the impact caused by these activities. As a result, human attention as consumers slowly turns to the consumption of environmentally friendly products. Environmentally friendly products

are usually also known as green products, are products that do not contain materials harmful to the environment and contain ingredients that are good for human health (Savitri, et al., 2016). One of the points of the 2030 Sustainable Development Goals is to ensure sustainable production and consumption patterns. To achieve this goal, the current production and consumption patterns must be changed so that the next generation can get the same benefits as the current generation. The relationship between humans and nature/environment is no longer one-way, but two-way with

The Consciousness Of Humanity To Not Only Take From Nature But Also Contribute To Maintain The Sustainability Of Life. According to Bps (2016), Household Expenditure Consists of Food and Non-Food Expenditures Can Describe How Residents Allocate Their Household Needs. Bps Province of Bali also stated that 42.38 percent of expenditure per capita per month of the Balinese population in 2016 was used to meet food needs, and 57.62 percent was used to meet non-food needs (BPS, 2016). In 2016 it was recorded that the population of Denpasar City had a consumption pattern of 37.96 percent for food and 62.04 percent for non-food. The percentage of expenditure on food from the residents of Denpasar City is the lowest compared to other regencies/cities in Bali (Saputra et al., 2018). Denpasar City, with its heterogeneity, does not escape the goal of ensuring a sustainable pattern of production and consumption. The Bali Provincial Government has accommodated the need for sustainable consumption and production by issuing Gubernatorial Regulation No. 97 of 2018 concerning Restrictions on the Generation of Single-use Plastic Waste. There are three main materials whose use is restricted in the policy, namely: plastic bags, polystyrene (Styrofoam), and plastic straws, both by consumers and producers. Based on these regulations, one of the things that the urban community of Denpasar City can do is to consume food and non-food based on pro-environment (Green Products).

According to Shamdasami Et Al., (1993), Green Products are as follows: 'Products That Will Not Pollute The Earth Or Deplore Natural Resources, And Can Be Recycled Or Conserved. It Is A Product That Has More Environmentally Sound Content Or Packaging In Reducing The Environmental Impact'. From this definition, it can be concluded that green products are products that do not pollute the environment in the production process, can save energy, and can be recycled. Shrikanth Dan Raju (2012), states that green products are products that can be recycled or reused. These products are efficient, save water, energy, petroleum, save costs and reduce the impact on the environment. Green products use environmentally friendly packaging or products that have a green label. For organic products, many buyers are willing to pay premium prices for the promised quality of the product. Products that are classified as green products must be certified and have complied with environmental responsibility criteria. Chen And Chai (2010), in a study entitled "Attitude Towards The Environment And Green Products: Consumers' Perspective," focused on two objectives, namely how gender influences behavior towards the environment and green products, and to investigate the relationship between behavior towards the environment and green products. The survey was conducted on 200 students in several private universities In Malaysia. The research results show that there is no significant difference between gender regarding their behavior towards the environment and green products.

There is a significant influence of how consumer behavior against government regulations and their personal values on consumer behavior of green products. Kong, et al. (2014), in their research entitled "The Influence Of Consumers' Perception Of Green Products On Green Purchase Intention", which focuses on how consumers' perceptions of green products influence consumer decisions in making green purchases.). The study used a survey with a total of 159 questionnaires from 18-year-old respondents in Sabah, Malaysia. The results of Kong et al.'s research

concluded that consumer perceptions as measured by, green corporate perception, eco-label, and green product value have a positive and significant influence on interest in consuming green products. This research aims to map the consumption of green products from urban communities in Denpasar City. What are the internal and external factors that drive urban communities in Denpasar city to consume green products? And how is the impact of the Bali provincial government policy regarding restrictions on the generation of plastic waste on the Denpasar city urban community's decision to consumption of green products?

METHODS

The research location was determined purposively, namely in the city of Denpasar, Bali province. The location was deliberately chosen because it has a relatively small area of 127.78 km2 and a large population of 788,589 people (Bali BPS, 2016) with various activities that impact the form of consumption and production levels that have the potential to cause environmental degradation. The data sources used in this research are primary data and secondary data. Primary data was obtained by distributing questionnaires directly to a sample of urban communities in the city of Denpasar. in comparison, secondary data is processed data from various archives that can be obtained from agencies and organizations related to this research. The analysis used in this research based on the research objective is descriptive analysis. Descriptive statistics is a simple analysis used to tabulate and describe various data obtained from questionnaires filled out by respondents. Descriptive analysis will later be useful to see the average and cross-tabulation of demographic factors, internal and external factors with the choice of consumption of green products from the urban community of Denpasar.

RESULT AND DISCUSSION

Descriptive analysis shows a picture of respondents' consumption behavior related to socio-demographic aspects of products with ordinary categories and green products. This research begins with a literature review of previous research and various reading sources and secondary data sources from related agencies, and data released by private parties following the focus of the research conducted. Based on the literature review results, the following steps were arranged in the form of a survey of respondents to complete the research and achieve the research objectives mentioned earlier. The survey in this study used a sampling technique, namely random sampling, in determining respondents. Because the focus is the pattern of consumption of types of green products (Green Products). Meanwhile, for the location of the survey, several traditional markets and modern shops were determined in the four sub-districts of Denpasar City. Survey locations include, Badung Market, Agung Penatih Market, Kreneng Market, Sanur Intaran Market, Sanglah Market, Gunung Agung Market, Tiara Dewata Supermarket, Fresh Soputan Shop, Popular, Papaya, Satvika Food Store, Freshindo Cokroaminoto. Primary data collection was carried out by distributing 120 questionnaires to respondents, namely consumers who consume traditional markets and modern stores in the city of Denpasar. The details are as follows :

Table 1. Research Sample

No	Location	Number of Respondents
1	Badung Market	10
2	Agung Penatih Market	10
3	Kreneng Market	10
4	Intaran Sanur Market	10

5	Sanglah Market	10
6	Gunung Agung Market	10
7	Tiara Dewata Supermarket	10
8	Soputan Fresh	10
9	Popular	10
10	Papaya	10
11	Satvika Boga	10
12	Freshindo Cokroaminoto.	10
	Total	120

Source: Data Processed 2020

Preliminary data from 30 respondents showed that the questionnaire was valid and reliable. Furthermore, from a total of 120 questionnaires collected, only 106 questionnaires that meet the requirements to be tabulated and analyzed, the data has been collected, and then the data tabulation is carried out. First, data tabulation was performed using the Microsoft Excel program. Then, based on the tabulated data, a descriptive statistical data analysis process was carried out following the research objective to see the consumption pattern of green products in urban communities in Denpasar. The data collected shows the results after being examined from the socio-demographic factors of the respondents and the responses to the questions on the questionnaire. These results, among others.Of the 106 questionnaires that met the requirements, 77.4 percent were filled out by female respondents, while male respondents filled out the remaining 22.6 percent. With the random sampling method, more female respondents were found during the survey and were willing to spend time filling out questionnaires and being interviewed by surveyors. For the latest education factor, out of 106 respondents, 66 percent (70 people) are high school graduates, 7.5 percent (8 people) are undergraduate graduates, 22.6 percent (24 people) are master's graduates, and 3.8 percent (4 people) are doctoral graduates. From the tabulation of data, most respondents with a high school education level or bachelor's degree are respondents who consume traditional markets. While respondents with master's and doctoral education levels are consumers who consume modern stores (Saputra et al., 2019).

In terms of monthly income, 106 respondents have varying incomes. The lowest is at Rp. 600,000 per month, and the highest is at Rp. 12 million per month. For consumption expenditure per month, respondents with consumption expenditure of Rp 500,000 – RP 1 million as many as 70 people (66 percent), consumption expenditure of Rp 1 million – Rp 3 million as many as 20 people (18.9 percent), consumption expenditure of Rp 3 million – Rp 5 million as many as 12 people (11.3 percent) and consumption expenditure above Rp 5 million as many as four people (3.8 percent). while for non-consumption expenditure per month, respondents with non-consumption expenditure Rp. 500,000 – RP 1 million as many as 76 people (71.7 percent), non-consumption expenditure Rp 1 million – Rp. 3 million as many as 20 people (18.9 percent), non-consumer spending Rp 3 million – Rp 5 million as many as two people (1.9 percent), and non-consumption spending above Rp 5 million as many as 8 people (7.5 percent).As many as 80 respondents (75.5 percent) stated that they often shop at traditional markets, while 26 respondents (24.5 percent) stated that they do not often shop at traditional markets and prefer to shop at modern stores such as supermarkets, modern retail, and mini markets. Most of the respondents who often shop at traditional markets stated that they chose to shop at traditional markets for several reasons, including: 1) because the price is relatively cheaper than modern stores, 2) the distance from the market is close to where they live, 3) because

convenience in terms of bargaining the price of goods, and 4) goods that are usually consumed are not offered by modern shops around the place of residence. Respondents Who Choose To Shop At Modern Stores State The Reasons Among Other Things; 1) Facilities owned by modern retail stores tend to be more comfortable when compared to traditional markets, 2) no need for a bargaining process, 3) promos/discounts for certain goods, and 4) the place is cleaner and displays goods that make it easy for consumers to choose accordingly.

Regarding the response to the choice of consumption of ordinary goods or green products, 71.7 percent of respondents (56 people) stated that they chose to consume ordinary goods, and the remaining 28.3 percent (40 people) stated that they are trying to always include more green products in their consumption, which is conducted. The reasons respondents choose to consume goods with ordinary categories include; 1) according to taste (46 respondents), 2) already used (20 respondents), 3) there is no choice of environmentally friendly goods (34 respondents) and 4) because it is cheap (6 respondents). On the one hand, the reasons respondents choose environmentally friendly goods include; 1) want to implement a more environmentally friendly lifestyle (72 respondents), 2) health factors (20 respondents), 3) better quality of goods (8 people), and 4) follow the trend (6 respondents). Types of environmentally friendly goods (green products) consumed by respondents include: eco-bags, water bottles, straws, tablespoons, bath soap, organic vegetables and fruits, lunch boxes, snacks, cosmetics, and mineral water.

A total of 72 respondents (67.9 percent) stated that green products provided benefits for them, 32 respondents (30.2 percent) stated that green products might benefit them, while two respondents (1.9 percent) percent) stated that green products did not benefit them. Respondents buy environmentally friendly goods (green products) mostly at modern stores spread across the city of Denpasar. In addition to shopping directly at these locations, respondents also take advantage of technology by buying environmentally friendly goods through e-commerce applications (online) which are currently often used for buying and selling transactions. A total of 86 respondents (81.1 percent) stated that they had carried out activities related to environmental conservation, while 20 respondents (18.9 percent) stated that they had never carried out activities related to environmental conservation. Regarding the frequency of these activities, 76 respondents (71.7 percent) stated that they were irregular/incidental, compared to 30 respondents (28.3 percent) who stated that they carried out environmental conservation activities regularly. Activities related to environmental conservation based on responses from respondents include: cleaning the beach, sorting organic and inorganic waste, planting mangrove and second trees, waste banks, bringing their own shopping bags, reducing the use of single-use plastics, and keeping the surrounding environment clean. One interesting thing can be seen from the results of interviews with 106 respondents to the existence of the governor's regulation. No. 97 of 2018 regarding the limitation of single-use plastic waste generation. There were no respondents whom contra (disagree) with the regulation, 88 respondents (83 percent) agreed, while 18 people (17 percent) stated that they were neutral towards the implementation of the regulation. Therefore, the initial conclusion that we can take is that the people of Denpasar are increasingly aware of the importance of environmental sustainability. With the existence of binding and legal regulations, environmental problems that have occurred so far are expected to be reduced so that the impact of declining environmental quality can also be avoided.

CONCLUSION

As many as 28.3 percent (40 people) stated that they always try to include more green products in their consumption. Types of environmentally friendly goods (green

products) consumed by respondents include: eco-bags, water bottles, straws, tablespoons, bath soap, organic vegetables and fruits, lunch boxes, snacks, cosmetics, and mineral water. Respondents expressed the factors that became their basis for consuming green products; the reasons were: 1) wanting to adopt a more environmentally friendly lifestyle, 2) health factors, 3) better quality of goods, and 4) following trends. The impact of the Bali provincial government's policy regarding the restriction of the generation of plastic waste on the decision of the urban community in Denpasar to consume green products is that there are no respondents who disagree with this regulation; 88 respondents (83 percent) agreed, while 18 (17 percent) stated that they were neutral towards the implementation of the governor's regulation. The initial conclusion that we can take is that the people of Denpasar are increasingly aware of the importance of environmental sustainability. With the existence of binding and legal regulations, environmental problems that have occurred so far are expected to be reduced so that the impact of declining environmental quality can also be avoided.

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