

## Conference Paper

# The Impact of Consumer Perception on Buying: Decision Process of Environment-friendly Tupperware Products in Makassar City

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**ORCID****Abstract.**

This study aims to identify the impact of consumer perception on the buying decision process of environmenta-friendly Tupperware products in Makassar City. The research type is descriptive qualitative research to explain facts in the field. The data collection techniques include observations, interviews, and documentation. The data are analyzed in three steps. The first step is data reduction focusing on the selection, simplification, abstraction, and transformation of raw data from the field records. The second stage is data presentation by compiling information into statements that allow conclusion drawing. The third stage is conclusion drawing based on data reduction and presentation. The research results indicate that consumer perception has a positive impact on the buying decision process of environment-friendly Tupperware products in Makassar City. This can be seen from the selective perception process, which is a part of consumer perception that consists of exposure, attention, comprehension, and retention steps, suggesting that most informants follow these steps in the buying decision process of the desired Tupperware products.

**Keywords:** perception, consumer, buying decision

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## 1. Introduction

Environmental issues are always highlighted by communities. Numerous increasing deteriorating natural environments make people more concerned about their environment. Industries are urged to care more about the environment by, for example, designing and producing products that have no negative impact on the environment [1, 2]. The most phenomenal issue is the large amount of garbage and the difficulty to recycle. Plastic waste is the second contributor to domestic garbage in Indonesia, based on statistical data, with production of 5.4 million tons per year [3]. Indonesia is one of the countries with the largest plastic use due to its high population that

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has consumptive behavior [4]. Consumer need for household products in Indonesia is increasing. An environmentally friendly lifestyle has encouraged Tupperware to come up with environmentally friendly household products. Consumers prefer environmentally friendly products to those environmentally unfriendly products [5].

Companies have started to open their opportunities by shifting to environmentally friendly raw materials to establish a good image. A good image of a product can shape consumer perceptions of brand image [6]. Kotler and Keller state that brand image is the perception and belief held by consumers as reflected by the associations embedded in consumer memory [7]. A positive company image tends to trigger buyers or consumers to buy the product.

Tupperware has been in Indonesia since 1991 and is a multinational company with a presence in more than 120 countries. It provides solution to environmentally friendly and high quality household plastic products (8; 9). With more than 70 years in the production of quality plastic products, Tupperware has a characteristic of Eco Green Design and is hygienic and environmentally friendly. This is due to its products that are made from plastic materials of the finest quality, hygienic, safe, airtight, and healthy without harmful chemical content and have become the standard of several world agencies, such as the US FDA (Food and Drug Administration), Japan Food Safety, and European Food Safety Authority (Europe); therefore, they are safe to be used several times for food and beverages. Their products are recyclable into other products if they are damaged, such as plastic garbage bins, plastic pots, and so on.

Based on the above problems, the research aims to analyze the impact of consumer perception on buying decision process of environmentally friendly products with household products from Tupperware brand in Makassar City.

## 2. Literature Review

### 2.1. Consumer perception

Perception is a process in which someone selects, organizes, and interprets incoming information into a certain meaning to create a whole picture. Hawkins and Coney opine that perception is “a process of how stimuli are selected, organized, and interpreted”.[10]. The process of perception includes selection, organization, and perceptual interpretation. (1) Perceptual selection occurs when consumers perceive and select a stimulus based on their psychological set. Before the perceptual selection, the stimulus must receive attention from consumers. Therefore, two processes included in the definition

of selection are attention and selective perception. (2) Perceptual organization means consumers group information from various sources into comprehensive meanings to better understand and act on it. The basic principle of the perceptual organization of unification is that various stimuli will be perceived as something that is grouped thoroughly. Essential principles in perceptual integration comprise closer, grouping, and context. (3) Perceptual interpretation is the last process, which is interpreting stimuli received by consumers based on experiences stored in consumers' long-term memory.

Kotler and Kevin [7] state that consumer perception is a process where we select, arrange, and interpret input of information to create a meaningful world picture. Perception of each person does not have to be the same even in the same situation. This is due to the stimulus received, environmental conditions, and the condition of each individual. Stimulus is every physical form, visual, or verbal communication that can influence individual responses. Hence, perception has a subjective property. Consumer perception is closely related to marketing, which is the company's biggest contribution to being able to deal directly with the company's external environment and is one of the ways for the company to win the existing market share. Marketing not only serves to see market opportunities but marketing as a whole serves to win a tight market competition by adapting to current situations and future market opportunities. [11]

The process of selective perception is a process through which a consumer receives information, analyzes, stores it in memory, and re-applies it in the future. The four stages in the formation of perception, which are stages when someone processes the entering information, include exposure, attention, comprehension, and retention stages. [12; 13]

The exposure stage is a stage when someone starts receiving information through their five senses. Exposure occurs when stimuli come from various sensory receptors. Consumers concentrate on several stimuli or they are not aware of other stimuli and even ignore some messages. The attention stage is a stage when someone starts to put received information into a stimulus. Attention refers to a level where information processing emphasizes specific stimuli. The comprehension stage is a stage where a person starts to interpret entering information into a specific meaning. The retention stage is a stage where someone starts to forget everything they read and saw even if they are interested and already interpreted the information.

The four stages trigger the occurrence of individual perception that can be different depending on how each individual interprets information entering their stimuli. Various studies on consumer perception have been conducted. A study by Siti Fadhila, Darwin Lie, Andy Wijaya, and Fitriani entitled "The influence of consumer attitudes and perceptions on buying decisions in Mini Market Balimbingan" found that there was a

positive influence between consumer attitudes on buying decision in Mini Market Mawar Balimbingan. [14].

## 2.2. Buying decision

Kotler and Armstrong [15] explain that buying decision by a consumer is buying their most preferable product. Buying decision is a process when consumers assess various alternatives and select one or more alternatives needed according to certain considerations [16]. It is an evaluation process conducted by prospective consumers to combine their knowledge of the choice of two or more product alternatives and select one of them [17].

According to Swastha and Handoko, buying decision structure consists of 7 (seven) components, namely: (1) a decision about product type, (2) a decision about product shape, (3) a decision about the brand, (4) a decision about point of sale, (5) a decision about the number of products, (6) a decision about when to buy, and (7) a decision about payment method [18].

## 3. Research Method

The research was carried out on Tupperware consumers who live in Makassar City. The research used a descriptive qualitative approach. The use of the descriptive qualitative approach was based on the consideration that the approach can help researchers in explaining realities in the field. The researchers could also directly interact with the research subject on consumers who use environmentally-friendly household products from Tupperware. Therefore, the research aimed to explore and describe a phenomenon and its impact. The research target was Tupperware consumers in Makassar City. The informants were selected using purposive sampling, in which each informant is selected according to the research purpose and understanding of the problem studied.

Data used were categorized into two based on their sources, namely primary and secondary data. The primary data were collected directly from respondents. The primary data collection techniques included in-depth interviews, participatory observations, and documentation [19]. The main interview type used was an in-depth interview. The authors also conducted informal conversational interviews, which is a spontaneous and free interview technique [20]. The secondary data were research data that are collected indirectly through an intermediary medium but can be used in certain studies. The data can be in the form of files or data from Tupperware company.

The data analysis followed three stages. The first stage was the data reduction process focusing on the selection, simplification, abstraction, and transformation of raw data from field records. The data selected in this process were data relevant to the research focus and those that did not meet the exclusion-inclusion criteria. The second stage was data presentation, which is compiling information into statements that allow for conclusion drawing. Data were presented in the form of narrative text that was initially scattered and separated on various information sources. The data were then classified according to the theme and analysis needs. The third stage was conclusion drawing based on data reduction and presentation. Conclusions were drawn in stages from a general conclusion in the data reduction stage to a specific one in the data presentation stage and more specific in the actual conclusion drawing stage. This series of processes indicates that qualitative data analysis in the research combined data reduction, data presentation, and conclusion-drawing stages iteratively and cyclically [21][22]. The data validity check was conducted in four ways, namely: credibility, transferability, dependability, and confirmability.

## 4. Results and Discussion

Tupperware was established by Earl Silas Tupper in 1946 in the United States. The first products launched were Wonderlier Bowl and Bell Tumbler. Brownie Wise is the pioneer of Tupperware Home Party as a form of unique, informative, and fun selling. The Tupperware business has been around in Indonesia since 1991 and one of them is in the South Quarter Building Cilandak, South Jakarta. It is the first multinational company with a presence in more than 120 countries to provide solution to environmentally friendly and high-quality household plastic products. With more than 70 years in quality plastic product manufacturing, Tupperware has characteristics of Eco Green Design and is hygienic and environmentally friendly. Their products are made from plastic materials of the best quality, hygienic, safe, airtight, and healthy without hazardous chemical content and have become standards from several world agencies, namely the US FDA (Food and Drug Administration), Japan Food Safety, and the European Food Safety Authority (Europe); therefore they are safe to be used for several times for foods and beverages. Their products are recycable into other products if they are damaged, such as plastic garbage bins, plastic pots, and so on. [23]

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#### 4.1. Exposure stage

The exposure stage is the stage when someone starts receiving information through their five senses. Exposure occurs when stimuli come from various sensory receptors. Consumers concentrate on several stimuli or they are not aware of other stimuli and even ignore some messages.

In this research, the researchers wanted to identify how indicators of exposure stage as part of consumer perception in buying decision process of Tupperware environmentally-friendly products in Makassar City. Based on the interviews conducted by the researchers with 7 (seven) informants of Tupperware consumers in Makassar city, responses to questions related to exposure stages suggest that most informants received information on Tupperware products from their family and friends. Three informants received information about Tupperware products from family and friends, two informants stated that they received information about the products from friends, and two informants received information from the family. The information was related to marketed Tupperware products, such as brand, type, shape, point of sale, amount, and payment time and methods.

Based on the informants' opinions regarding the exposure stage, it can be inferred that most of them received information about Tupperware products from family and friends. The information is related to everything about the products marketed, such as brand, type, shape, point of sale, amount, and payment time and method. The interview results also suggest that when informants received information through their five senses from friends and family at the exposure stage, it had a positive impact on buying decision process, which is informants decided to buy their most preferred Tupperware product based on information about Tupperware products that consisted of brand, type, shape, point of sale, amount, and payment time and methods. This is in line with Belch and Belch's theory (2007) regarding the exposure stage.

#### 4.2. Attention stage

The attention stage is the stage when someone starts to put received information into a stimulus. Attention refers to a level where information processing emphasizes specific stimuli. In this research, the researchers wanted to find out how indicators

of attention stage as a part of the consumer perception in buying decision process of Tupperware environmentally friendly products in Makassar City. The results of the interview with 7 (seven) informants of Tupperware consumers show the informants' responses to questions related to the attention stage indicating that all of them stated that the design, shape, and color of Tupperware products are fascinating including all of their advantages. The Tupperware products have various colors and different models that are very appetizing to buy and the models are more contemporary since most of the models are products of innovation from previous products. Moreover, this is due to the Tupperware products that are always innovating and designed by special local teams. The design is sent to the United States where the company headquarter is and upon agreement, the design will be manufactured and sold in the domestic market. The shape and model can be similar in every country but the color can vary according to what the factory wants to produce.

Based on the the informants' opinion related to the attention stage, it can be concluded that all informants opined that stimuli, such as the design, shape, and color of Tupperware products are fascinating including all of their advantages. The products come with intriguing designs and various colors and models that are very appetizing to buy and own.

The results of interviews in this stage also suggest that the stimulus of design and color of Tupperware products which is fascinating including all of their advantages had a positive impact on buying decision process where informants decided to buy their preferred Tupperware products due to their intriguing design, shape, and color along with all of their advantages. This is in line with Belch and Belch (2007) terkait Tahap *Attention*.

### 4.3. Comprehension stage

The comprehension stage is the stage where a person starts to interpret entering information into a specific meaning. The researchers aimed to find out how indicators of the comprehension stage as a part of of the consumer perception in buying decision process of Tupperware environmentally friendly products in Makassar City. The results of interviews with the informants of seven Tupperware consumers show responses to questions related to the comprehension stage suggesting that all informants stated that using environmentally friendly Tupperware household products has a specific meaning to them, which is the products are advantageous and the benefits are very pronounced including foods and beverages that are placed in the products will be more durable,

odorless, and hygienic, the products are easy to carry, and the type of product is environmentally friendly and safe for health.

Based on most of the informants' opinions related to the comprehension stage, it can be concluded that all informants argued that using Tupperware environmentally-friendly household products is advantageous and the benefits are very pronounced including foods and beverages that are placed in the products will be more durable, odorless, and hygienic, the products are easy to carry, and the type of product is environmentally friendly and safe for health.

Additionally, the interviews also suggest that the specific meaning felt by the informant by using an environmentally-friendly household product had a positive impact on the decision process of buying the product since the informants decided to buy their preferred Tupperware product due to its specific meaning of using them, which is the Tupperware products are advantageous and the benefits are very pronounced including foods and beverages that are placed in the products will be more durable, odorless, and hygienic, the products are easy to carry, and the type of product is environmentally friendly and safe for health. This is in line with Belch and Belch's theory related to the Comprehension stage [24].

#### 4.4. Retention stage

The retention stage is the stage where someone starts to forget everything they read and saw even if they are interested and already interpreted the information. In this research, the researchers wanted to identify how indicators in the retention stage as a part of the consumer perception in buying decision process of Tupperware environmentally friendly products in Makassar City. The results of the interviews conducted by the researchers with the informants of seven Tupperware consumers show responses to questions related to the retention stage suggesting that four informants stated that they often make repeated buying of Tupperware products especially when they need the products. The three other informants opined that they did not make repeated buying of Tupperware products so often since they only buy the product when needed.

Based on the most opinion stated by the informants, it can be inferred that most informants often make repeated buying of Tupperware products especially when they need them. The results also suggest that most informants who make repeated buying of Tupperware products especially if they need the products had a positive impact on the decision process of buying the product. Most of the informants decided to buy their preferred Tupperware products, which is repeated buying because they need the



products. This is consistent with Belch and Belch's theory [24] related to the retention stage.

## 5. Conclusion

Based on the research results on the impact of consumer perception in buying decision process of Tupperware environmentally friendly products in Makassar City, it can be concluded that consumer perception had a positive impact on the buying decision process of Tupperware environmentally-friendly products in Makassar City. This is indicated by the process of selective perception, which is part of the consumer perception that consists of exposure, attention, comprehension, and retention stages suggesting that most informants follow the stages in making a decision related to buying a product, which is the preferred Tupperware products.

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