

## The Analyse of the Nexus Between the Gender of Consumers and the Inclusion of Ecological and Well-Being Factors in their Purchase Decision: Case of the Algerian Food Market

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**Abstract:** *The aim of this paper research is to highlight the behavior of consumers' gender on the purchase of green products in the Algerian food market,*

*As a result, and after the analysis of survey data which was collected by an online survey, we found that both of men and women are aware about the ecological and the well-being importance in their purchase behavior toward green products in the Algerian food market.*

**Key words:** *Green Marketing- Green Product- Green Consumer- Gender of Consumer-Algerian food Market.*

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### I. INTRODUCTION

Green marketing came to change to negative activities of companies because their products are harmful to the ecological environment by the excessive use of unrenewable raw materials, also, the product itself brings negative impacts for consumer well-being.

The aim of this research is to examine the association between the gender of Algerian consumers and their incorporation of well-being-ecological factors when they make their purchase in the food market. In this perspective, the question of this paper research is as follow:

Is there any correlation between the gender type and the awareness of Algerian customers over green products in Algerian food markets by thinking about protection both of health and the ecological environment?

To be able to respond to this question, we suggest testing the following hypotheses:

H0. Include ecological and well-being issues in the purchase decision of safe products that aren't affected by the gender of consumers.

H1. There is a link between the gender of consumers and taking into consideration the environmental and healthcare of consumers in purchasing green products.

This study is conducted by the following primary data based on a literature review about green marketing, moreover, Survey research by an online questionnaire distributed on 100 respondents in Algeria, this survey was done on February 11-25, 2021. The secondary data is the analysis and the interpretation of the consumer's answers with the statistical package for the social sciences (SPSS) software version 26. The statistical test that we have used to check our hypothesis in this study is the Chi-square( $\chi^2$ ).

## II. LITERATURE REVIEW

### A. *Difference between Gender and sex*

Gender refers to roles and relationships shared between men and women in the society. It should be said that the roles are not the same and that for several reasons, such as cultures, social and personals, these factors are interconnected between them, the example that can clarify this idea is the responsibility of the fathers and mothers toward their child. In other words, no one can replace the other, except for exceptional situations, as in the case of divorce or the death of one of the parents. While the Sex means to the existence of to the biological and physiological differences between men and women.

### B. *Green Marketing*

In fact, there is various definitions of green marketing which can be found in the literature, the first one was given in the earliest of 1970s by the American Marketing Association (AMA) considered the ecological marketing is defined as the study of positive and negative aspects of marketing activities on pollutions, energy depletion and non-energy resources depletion. [1]

‘then, CHARTER present this concept as : A holistic and responsible management process that identifies, anticipates, satisfies and fulfils stakeholder requirements, for a reasonable reward, that does not adversely affect human or natural environmental wellbeing [2]

According to McDaniel & Rylander : The term green marketing describes attempts by marketers to develop strategies that target environmental consumers [3] Furthermore, Green marketing is identified as any marketing activity, related to a certain organization, aims at creating negative influence or removing negative influence for a certain product on environment [4].

CHARTER, & POLONSKY defined the marketing or promotion of a product based on its environmental performance or an improvement thereof [5]. Moroveer, CRANE stated that the concept of green marketing, which requires the inclusion of environmental aspects in marketing activities, is used as a term that includes concepts such as ecological marketing, sustainable marketing, and green consumerism in the literature. [6]

Besides, The Green Marketing aims to reduce the negative impacts of products on the both of ecological environment and well-being of persons to achieve the sustainable development targets. [7]

Indeed, the Green Marketing is about involving the environmental and well-being factors on enterprises activities, in order to promote these activities.

### C. *Green consumer*

The ideal green consumer is generally defined as one who prefers the consumption of environmentally friendly products voluntarily without feeling pressure from governments.

Regarding to this subject, a study was done by Roper Green Gauge (2000), Roper Starch Worldwide; there are five segments in green customers, recently, [7] as the figure below shows: [8]

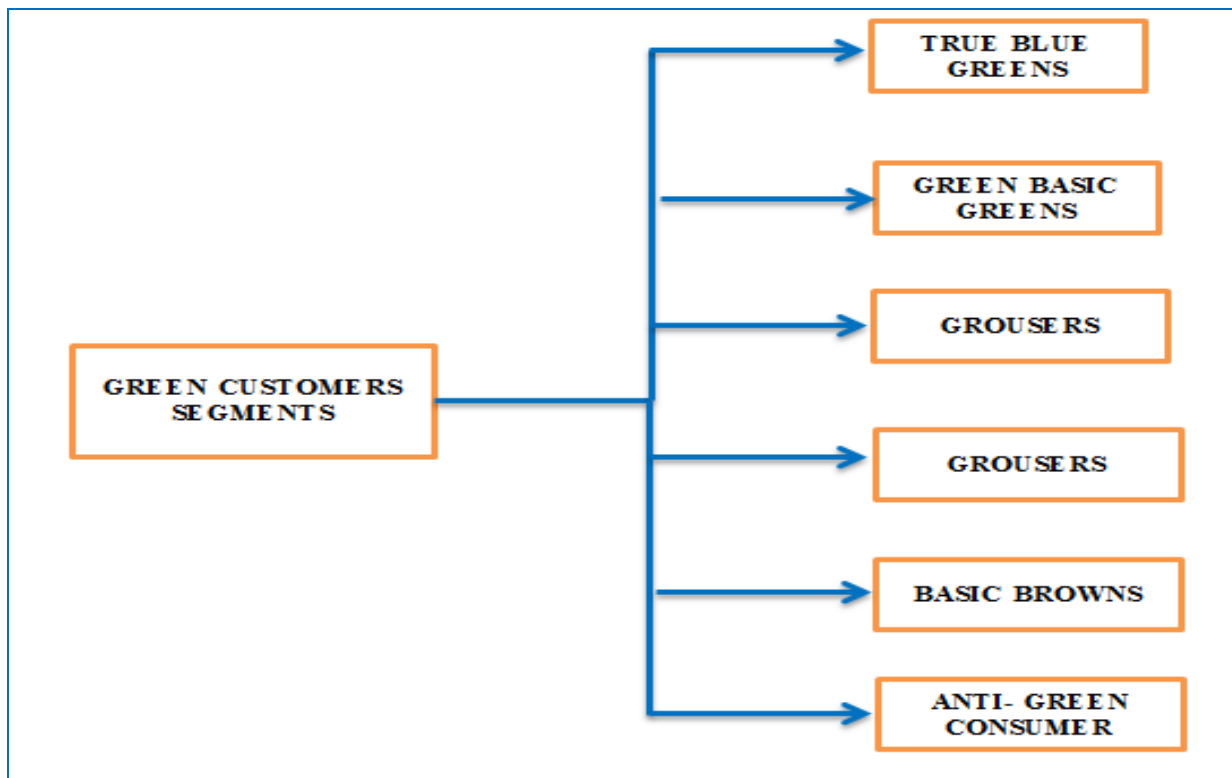


Figure I Types of consumer regarding to Green marketing approach

### 1 TRUE BLUE GREEN

This group is ideal, especially with their high interest in environmental and healthcare issues. They always contribute to a wide range of pro-environmental activities, like attending environmental seminars, giving a donation to preserve the ecologic environment, besides, they have high socio-economic status (Education: ‘Masters, & Ph.D.’, Economic: High income level and professional level). Then most of them are managers, engineers, doctors. They avoid buying products that are not made by environmentally friendly companies.

### 2 GREEN BACK GREENS

They share the same characters of True blue Greens (high income level, awareness about green products) but they are less aware of environmental causes compared to the first category, it means they do not contribute directly to the awareness of others, but they finance organizations and association that care of healthcare and ecological issues.

### 3 SPROUTS

They are less aware than the Greenback Greens and True Blue Greens and they do not prefer to purchase green products despite their high income level, so the education level is the main characteristic for this category. For example, they just have some awareness such assets on environmental seminars or buy sometimes green products.

### 4 GROUSERS

These persons are not involved in pro-environmental behaviors and events in general, because they think that they are not concerned by the ecological issues, and it is the responsibility of companies and governments, especially, their income level is down (most of them are employees and retirees).

They participate only in the recycling operation by participating in the collection of empty bottles, just to avoid the penalties imposed by the authorities.

## 5. BASIC BROWNS

This group avoids categorically to be involved in environmental problems, and they do not blame others persons for environmental issue as the pollution, basically, they do not make any things to save their environment. It is real that they have a low income level, but they haven't ignored that environmental impact soon or later in their well-being.

## 6. ANTI-GREEN CUSTOMER

It must be stated that, we added a new type of green customers which have a high income level, but they want not to purchase these safe products, besides, they do not care about ecological and healthcare issues, that's why we choose to call them an anti-green customer. [7]

**Table I**

Characteristics of consumers in green marketing approach

Green Customer Segment	Income level		Ability to purchase of a green product			Awareness of ecological and healthcare issues			
			Levels: From 0 to 2			Levels: From 0 to 3			
	Low	High	0	1	2	0	1	2	3
			0%	Less than 50%	More than 50%	0%	Less than 33%	Less than 66%	More than 66%
True blue-greens		✓			✓				✓
Green back greens		✓		✓					✓
Sprout		✓	✓					✓	
Grouzers	✓		✓				✓		
Basic browns	✓		✓			✓			
Anti-green consumers		✓	✓			✓			

## III. RESULTS

### Analyse of respondent's behaviour

The bellow table II show that 93.33 % of men's purchase decision belongs to the awareness about the ecological and well-being dimensions. Moreover, 84.72 % of women respondents are too, in the other words, the two gender incorporate in their purchase decision the both of environmental and well-being factors, thus, it seems that all gender are aware toward the use of green products, especially when we see that there is not significative difference between the rate of positive answers of men and women consumers in Algeria.

TABLE II  
ANSWERS OF RESPONDENTS

	Answers (%)	
	Yes	No
<b>Man</b>	28%	2%
<b>Women</b>	61%	11%

Source: Survey Data

The chi square test as it is mentioned in the following table III, show that there are no relationship between the gender of Algerian consumer and the taking into consideration both of ecological and wellbeing dimension in the purchase process, because the p-value (0.277) of chi square is less than 0.05. On the other hands, we can say that the null hypothesis (H0) is true and the alternative hypothesis (H1) is rejected

TABLE III  
CHI SQUARE TEST

	<i>p</i> -value
$\chi^2$	0.277

Source: SPSS Software

#### IV. CONCLUSIONS

This study showed the importance of gender in the purchase process, in general, we can consider that women are more aware in Algeria because they did not smoke this behavior due to cultural values in Algerian society. However, our sample survey is very small (100 persons), in this case, we can't consider the result generated as truly real.

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