

Green Consumption Behaviour in Indonesia

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Green products are not widely marketed in Indonesia because manufacturers are less aware of the positive impacts of green products and lack of consumer demand for green products. Likewise, the level of consumer awareness in Indonesia does not reveal concern about the intimate aspects of nature on the product used. As an impact, many manufacturers do not release green products. Thus, the importance of this study is to analyse green consumption because the value of green consumption affects the behaviour of green consumption. This study is an explanatory research paper with quantitative analysis methods. The sampling technique used was purposive sampling. The sample of this study is a green community consumer. The result of this study shows a correlation between green consumption value and green consumption behaviour. The green consumption values have a correlation with green consumption behaviours. The value of green consumption is able to enhance and shape the behaviour of green consumption among consumers of Indonesian green communities. By creating green consumption behaviour, the community is expected to know and care about natural environment issues and healthy living behaviour.

Key words: *Green consumption values, green consumption attitude, and green consumption behaviour.*

Introduction

The issue of sustainability does not always become a valuable asset, although many consumers are concerned about social and environmental issues (Luchs et al, 2010). If consumers consume green products, the green consumption value of each consumer will be different from each other (Haws et al., 2014). Besides that, not all users are eager to buy green products because of the efficacy of the product or the amount of money required (Luchs et al., 2010). Therefore, green utilisation involves multiple values of choices. Purchasing a certain product may be influenced by more than one value, while the value of

the product also influences consumer consumption behaviour. The theory of value describes the reasons why the consumer buys the product and their motive to purchase those products because of the product function values. This theory is supported by more than 200 empirical studies, hence, it has a high predictive power (Sheth et al., 1991). Spending and using of green products determines whether a community is able to build sustainability or not. It needs to consider future natural development based on future use (Lai, 1993). It is a significant method for getting close to nature which involves user behaviour (Bator & Cialdini, 2000; Dietz et al., 2003).

The research on consumption value theory has been carried out by many previous researchers, which include: (Gadenne et. al., 2011; Chen et. al., 2008; Long & Shiffman, 2000) adopted from the results of research (Sheth et. al., 1991). This theory consists of functional value, social value, emotional value, epistemic value, and conditional value to identify consumption value. The theory of functional value provides an appropriate conceptual framework that can fill knowledge gaps to examine whether the consumer decision that is influenced by consumption values and consumer belief (Kao & Tu, 2015). For instance, the main principle theory is known as central understanding of consumer decision making, which explain how consumers allocate time, money and energy for shopping. (Sheth et. al., 1991; Haws et al., 2014).) show when green value consumption is powerful, it can increase the preferences of environmentally friendly products through favorable evaluations of the attributes of non-environmental products.

Based on a social psychology perspective, the different consumer moral motivations and social norms are interdependent. This has a great impact on green product consumption behavior (Nyborg et. al., 2006). The following are seven factors of social influence which can predict green consumption behavior: social attention, self-image awareness, responsibility for environmental protection awareness, beneficial environmental behavior, environmental attitude and perception of damage to environmental issues (Lee, 2008). Consumer behavior is a significant problem to be addressed in the issue of environmental protection (Bator, & Cialdini, 2000; Dietz et. al., 2003). There is a vital relationship between consumer behavior and consumption behavior (Arslan et. al., 2012; Gadenne et. al., 2012), and the action of the consumer can predict consumer behavior (Zhao et. al., 2014). Thus, in order to understand ecological influence, it is important for researchers to observe the motives and values on which this consumer action is based (Kanchanapibul et. al., 2014).

The facts show that green products in Indonesia are not widely marketed. This is because the producers are not aware and do not pay attention to the positive impact of producing green products. This is not only viewed from the environmental aspect, but also from the social and economic aspects. Another issue is the lack of consumer demand for green products. Consequently, the level of green product production is also low. In addition, Indonesian

consumers lack awareness to consider the environmental aspects in choosing the products to be consumed. Most consumers are concerned with price, unfortunately, they are not aware of other factors, like a healthy lifestyle, product information, and environmental aspects. This issue has occurred because of a lack of consumer knowledge on green products, health and environmentally friendly behaviors (Bayu Retno, et. al., 2018). Thus, the level of public awareness and responsibility of the consumers for environmental sustainability is still low.

Based on the literature review above, green products do not exist in the Indonesian market yet. Hence, the urgency of this study was to explore the relationship between green consumption value, attitudes and behaviour, and the impact of consumption on green consumption. This study also examines the factors that influence consumers' green consumption. The urgency of this research informs the awareness of green product consumption and environmental behaviour. This is also part of consumer responsibility in preserving nature to create a better life and consider that green products can overcome environmental problems. So, the existence of green products is included as an individual responsibility as well. The finding of this study is expected to provide a reference for green marketers to develop marketing strategies.

Literature Review

The Relationship between Consumption Value and Green Consumption

The theory of value consumption by (Sheth et. al., 1991) assumes that consumers might have three options, whether to buy or not, type and brand selection. The choice is determined by the consumption value of various products. The values of consumption are divided into five categories which are:

a. Functional value

The functional value is related to function, interest and physical attributes of the products. The functional value can be based on the importance of the physical attributes of products which consist of some functions, effectiveness and physical attributes. If the attribute can fulfill the function or provide the effectiveness for the consumer, so the attribute of the product has a functional value (Holbrook, & Hirschman, 1982). The functional value is a significant factor for consumers when deciding on purchasing products, taking into account aspects such as price, performance, goals, and attributes.

b. Social value

Sometimes customers buy products to show their social class, get identity in social groups, fulfill social norms, display self-image, or conspicuous consumption patterns, and as compensation consumption. The products have a social value if the products are accepted by society, however, the most explicit product can obtain positive or negative social values. If

the product is able to associate the consumer with other social groups, hence the effectiveness of the product value can be enhanced. Consequently, the product has social value (Holbrook, & Hirschman, 1982).

c. Emotional value

The main factor of the consumption choice is emotion; many products and behaviors can remind people of the various emotions which may be positive or negative. The product or brand has an emotional value when it can arouse emotions or change emotional states. So, the desire to purchase a product is triggered by the emotional value of a product or brand (Rook, 1987).

d. Epistemic value

A result of hedonic consumption is when consumers select a product that satisfies their curiosity about the latest products. So, a product has an epistemic value if the product can arouse curiosity, provide new tastes and satisfy the curiosity of the consumers (Hirschman, 1980). The consumers often choose a product that can satisfy their curiosity, provide new tastes, improve knowledge or things that are uncommon. These can be the main reason for purchasing decisions. In accumulating the possibility of useful knowledge or skills to improve particular situations, the consumer will buy the products to satisfy curiosity instead of focusing on the functions or demands of the products. For example, when consumers watch their favourite star marketing cosmetic products, they then buy it because of their curiosity. Hence, the product provides an epistemic value.

e. Conditional value

Conditional values focus on the “time” factor. A product provides a conditional value when it has functional values or social values in some situations on a temporary basis. When the external situational factors lead to the external utility of a product, it can change the daily consumer behaviours, while the consumption value of a product can be decreased when the factors of the situation disappear. Understanding consumer values and relevant knowledge in marketing can provide enough information so that it assists the company to improve the awareness of environmental protection and create an outstanding consumer value (Wang et. al., 2009). Also, it needs to consider the green images, safety and product quality (D’Souza & Taghian, 2005).

Green Consumption Behaviours

The theory of planned behaviour (TPB), launched by (Ajzen, 1991), emphasises that human behaviour is not only obedient to personal attitudes and social pressure but also *Perceived Behavioural Control* (PBC). Attention to the environment influences consumer buying behaviour (Shrum et. al., 1995). TPB is used to complement the *Theory of Reasoned Action*

(TRA), which shows that individual behaviour can be measured rationally by using a theoretical framework. Many factors influence control of personal desire, which includes internal and external factors. TPB has a great contribution to green procurement behaviour implementation. TPB was used by (Litvine & Wüstenhagen, 2011) to build behavioural models on green electricity purchases and develop a conceptual model of green electricity purchases. The findings of the study shows there are three types of beliefs included in the first phase of the conceptual model, such as behavioural beliefs, norm beliefs and control beliefs.

Perceptions of environmental attitudes, environmental behaviours, and green products have a positive impact on purchasing behaviour that is aware of environmental protection. Consumer perception towards environmental issues affects the environmental protection attitudes and awareness of product recovery. Consumer environmental behaviour and product recovery influence the awareness of green products. So, environmental attitudes influence environmental protection and green buying behaviour (Arslan et. al., 2012).

The result of previous studies that were conducted in Hong Kong (Lee, 2008) show that demographic variables such as age, gender, education level, and membership of Hong Kong youth environmental organisations are not important factors of green consumption behaviours. Young women, who are very supportive of green consumption, are an exceptional factor. However, there are seven important factors that support green consumption behaviour, which are: social influence, social attention, self-image awareness, and awareness of protection responsibilities, beneficial environmental behaviour, environmental attitudes and perceptions of damage to environmental problems (Lee, 2008). Moreover, social status and motivation also influence consumer choices in environmentally friendly products. In addition, moral motivation mainly affects green consumption, while social norms are the inner motivation of the consumer. Accordingly, green consumption behaviour can be followed by society (Kao, & Tu, 2015).

Furthermore, a previous researcher (Chen et al., 2012) explored the main factors in consumption values and behaviour on electric-hydrogen motorbikes in Taiwan. The result shows that perceived risk and perceived value have a strong correlation with consumption behaviour. The behaviour consumption mainly influences the intention to purchase an electric-hydrogen motorcycle, while perceived value especially affects purchase intention. On the other hand, the perceived risk does not have a correlation with the intention to purchase a hydrogen-electric motorcycle. According to Haws et al., (2014), water consumption by the consumer, the awareness of environmental protection and personal values are able to predict the consumption habits.

Furthermore, external factors play a vital role in controlling the awareness of the individual. Intentions and actions are factors that determine the changing of behaviour. Based on the TPB framework and the literature above, this study is conducted by analysing green consumptions; the relationship between the value of green consumption and attitude. The relationship between green consumption values and attitudes can influence green consumption behaviour. The indicator of the first-year achievement of the research is the model of community implementation on green purchases (Bayu Retno et al., 2018). Likewise, the second-year indicator is to review the benefits of green products to improve green consumption behaviour so that it can create a green community among consumers. The sample of this study is the consumer of the green community in Indonesia. The hypotheses of the study are:

H-1: The green consumption value has a correlation with green consumption attitude.

H-2: The green consumption value has a correlation with green consumption behaviours.

H-3: Green consumption attitude has a correlation with green consumption behaviours.

Methodology

This research is an explanatory study that uses survey methods. The explanatory survey is conducted by distributing a questionnaire. The analytical method used is a descriptive analysis that examines green consumptions and the relationship between green consumption values and attitude. The relationship between green consumption values and the attitude towards green consumption can influence green consumption behaviour. The investigative type of this research is correlational and casualty research because of the correlation between the independent and dependent variables, based on cause and effect relationships. The technique to select the sample of this study was purposive sampling. The criterion applied is the selection of respondents based on their status as part of a green consumer community in Indonesia. The number of respondents was determined by following the green formula which is $N \geq 50 + 8p$ (where p is the number of variables/predictors in the study). The data analysis instrument used is the SEM (structural equation model) using Smart PLS software.

Results and Discussion

Hypothesis Testing Results

This stage is carried out to investigate whether the proposed hypotheses of study on the research model are accepted or rejected. The proposed hypotheses can be examined through the original sample and T statistic value through the bootstrapping procedure.

Table 1: Hypothesis testing results

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Stat (O/STDEV)	P-Values
H1	NKH > SKH/PHS	0,425	0,437	0,073	5,825	0.000
H2	NKH > PKH	0,376	0,383	0,075	5,01	0.000
H3	SKH/PHS > PKH	0,499	0,495	0,085	5,872	0.000

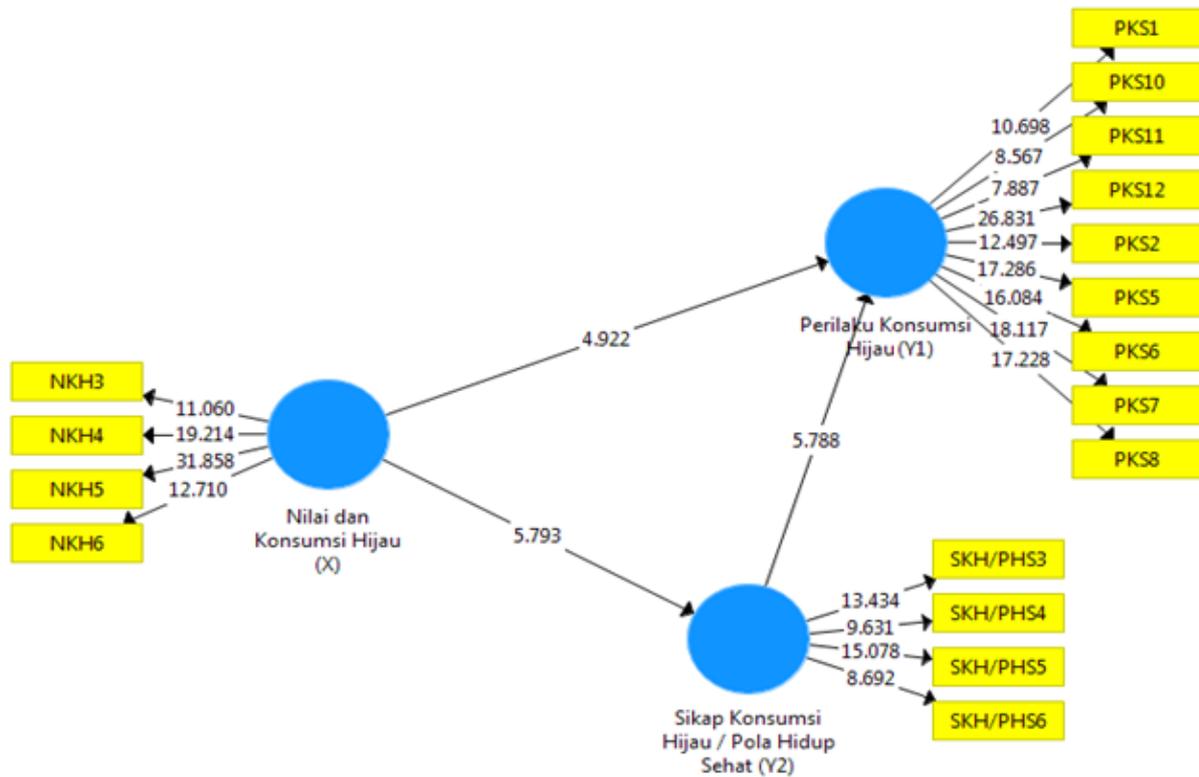
Source: Output PLS 3 2019

Based on the table above, the value of green product consumption has a positive impact and a significant influence on attitude and green consumption or a healthy lifestyle. This can be seen from the results of testing between both variables, which indicates the existence of the original sample value of 0,425 which is close to 1 and has a T-Statistic value 5,825 (>1.96).

Meanwhile, based on the table above, the value and green product consumption has a positive and substantial impact on green consumption behaviour. This can be seen from the results of testing between those two variables which reveal the existence of the original sample value of 0,376 which is close to the value of +1 and has a T-Statistic value of 5,010 (>1.96).

Likewise, the table above also shows the attitude and green consumption or healthy lifestyle influence the positive and significant impact on green consumption behaviour. This is shown by the result of testing between both variables that show the presence of the original value of 0,4999 that is close to +1 and has a T-Statistic value of 5,872 (>1.96).

Figure 1. Result of Bootstrapping testing



Source: Output PLS 3 2019

Discussion

The Effect of Value and Green Product Consumption on Attitude and Green Consumption or Healthy Lifestyle

Based on the test result on the influence of value and green product consumption towards attitudes and green consumption or healthy lifestyle which has a T-Statistic value 5,825 (>1.96), it can be concluded that the first hypothesis (H1) is accepted. The value and green product consumption have a positive and important effect on attitude and green consumption or a healthy lifestyle. According to research, if the consumer pays more attention to the green product function and the freshness of the green product; so, the tendency towards green consumption behaviour will be increased. Meanwhile, if the consumer supports the use of green products and cares about environmental protection have a higher tendency to display green consumption behaviour. This finding is in line with Wang et al. (2009) and Hartmann and Apaolaza-Ibáñez (2011) who proposed to learn about consumer values and pay more attention to consumer psychology, to assist the efficiency of environmentally friendly marketing campaigns.

The Effect of Value and Green Consumption on Green Consumption Behavior

Based on the testing results on the effect of the value and green product consumption on green consumption behaviour that has a T-Statistic value 5,010 (>1.96), it shows that the second hypothesis (H2) is accepted. The green product consumption values have a great impact on green consumption behaviour.

This research is also supported by TPB theory that stated that many internal and external factors have a vital role in evaluating individual behaviour outside the theoretical framework. Those factors are attitude and individual behaviour, subjective norms, and behaviour that controls individual behaviour directly (Ajzen, 1991). Therefore, the result of this study is in line with the proposed behavioural theory. Besides that, it is also to confirm that green consumption behaviour is related to the value of individual green consumption.

Sun and Collin (2002) show the symbolic and hedonic values that influence consumer behaviour when purchasing imported fruits. Haws et al. (2014) stated that social value can increase the awareness of responsible consumption. The responsible use is more often concerned with personal values. Hence, it affects consumption behaviour.

The Effect of Attitude and Green Consumption or Healthy Lifestyle on Green Consumption Behavior

According to the result of the testing on the influence of green behavior and green consumption or healthy lifestyle on the behavior and green product consumption, the T-Statistic value is 5,872 (>1.96), which shows that the third hypothesis (H3) is accepted. Hence, green consumption behaviour or healthy lifestyles have a positive and significant impact on green consumption behaviour.

The research findings of Ajzen (1991) stated that a healthy lifestyle is very closely related to green consumption behaviour. Consumers who have implemented a healthy lifestyle on a daily consumption basis will tend to have green consumption habits that are environmentally friendly and contain healthy values.

Conclusion

The preservation of the natural environment has been a critical issue to be inspected. The related studies are an effort to build the surrounding natural preservation which can be carried out by various businesses. One of the things that can be done is to change the behaviour by consuming natural usage or green consuming behaviour. It will be powerful if

consumers become aware of the value of green consumption. Both primary factors have an important role in constructing natural surroundings.

Based on the test results on the effects of the value of green product consumption on green consumption behaviour or a healthy lifestyle, it can be determined that the first hypothesis (H1) is accepted. The value of green consumption behaviour has a positive and significant impact on green consumption behaviour or a healthy lifestyle. According to the research, if the consumers pay more attention to the green product functions and the freshness of green products, green consumption behaviour will be higher. Similarly, consumers agreeing on green consumption and support for environmental protection have a higher tendency for green consumption behaviour.

Based on the test results on the influence of green product value on green consumption behaviour, it can be concluded that the second hypothesis (H2) is accepted. The value of green product consumption has a positive and significant impact on green consumer behaviour. This theory is supported by the TPB theory that states many internal and external factors play a vital role in assessing individual behaviour outside the theoretical frameworks. Those factors are individual attitude and behaviour, subjective norms and actions that control individual behaviour directly (Ajzen, 1991). Due to that, the findings of this study are in line with the proposed behavioural theory and confirm that green consumption has a correlation with the value of individual green consumption. The reliable consumer is often more concerned with personal values, thus affecting their consumption behaviour.

Based on the test results on the influence of attitude of green consumption or healthy lifestyle on green product consumption behaviour, it is shown that the third hypothesis (H3) is accepted. The attitude and green consumption or healthy lifestyle have a positive and significant impact on green consumption behaviour.

The limitation of this study is time and energy constraints. Due to that, this study does not discuss the individual impact from all consumer values perspectives on attitudes and consumption behaviour. This research also did not explore certain green products. The suggestion for further research is to select a specified green product as the main object, and various perspectives about the consumption values can be studied to understand consumer behaviour in more detail.

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