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Author: Asep Hermawan, Husna Leila Yusran

Faculty of Economics and Business, Trisakti University, Indonesia

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**MODELING ATTITUDE AND GREEN BEHAVIOR OF INDONESIA'S
CONSUMERS.**

¹Asep Hermawan , ² Husna Leila Yusran

ABSTRACT

Purpose – The objective of this paper is to identify factors affecting consumers' buying behavior of green products in Indonesia. This study is expected to provide valuable insights for marketers or marketing researchers regarding consumer behavior of green product in Indonesia. Keywords – environmental consciousness, consumer's knowledge, attitude and behavioral intentions towards green products. Paper type: conceptual paper

INTRODUCTION

Awareness towards environmental sustainability has raised environmental consciousness among consumers and government worldwide including in developing countries. This, in turn will be an opportunity for marketing environmental friendly products or green products.

“Green” is a synonym for “environmentally friendly, environmentally responsible and eco-friendly (Manakotla and Jauhari, 2007). Green vision could help marketers to design marketing strategies that meet the needs of green consumers (D’Souza, 2004).

The growing numbers of green consumer markets, have made marketers considering green consumers as their target segment (Mostafa, 2007).

“Green products are typically durable, non toxic, made of recycled materials, or minimally packaged..... green is relative, describing products with less impact on the environment than their alternatives”.(Ottman 1998, p. 89).

From literature it is revealed that there are several previous studies regarding green behavior of customers (Khare ,2014;Mostafa, 2007; D’Souza, C;Chan and Lau,2002;doPaco and Raposo,2009;Lee,2008;Chen and Chai,2010;Laroche, M et.al,2001).

Lacks of studies regarding environment-friendly consumers , their attitude and behavior have been done in Indonesia .

The objective of this paper is to identify several variables affecting green purchase behavior in Indonesia.

LITERATURE REVIEW

Green Purchase Behavior

Recently, the number of green consumers has been increasing (Makeower, 2009). According to Dagher and Itani (2012, 2014), consumers are trying to help sustain their environment by indicating green purchasing behavior.

Consumers are aware of the significant effect that their purchasing behavior has on the environment (Wahid, Rahbar & Shyan, 2011).

Green consumers are described as those who take into consideration the environmental consequences of their consumption patterns and willing to modify their purchase and consumption behavior to reduce the environmental impact(Kumar and Ghodeswar, 2015).

Consumer decision to purchase green products are for various reasons such as to support green companies, purchasing green products (Albayrak et al., 2013), to spend more for green products (Essioussi and linton, 2010).

Several studies (Kalafatis et.al,1999; Chan and Lau, 2002; Moser,2015) have applied Theory of Planed Behavior (Ajzen, 1991) to explain the antecedents of intention to purchase environmentally products. The theory argues that an individual’s intention to perform a behavior is influenced by a combination of behavioral attitudes (i.e. a person’s beliefs about the desirability of behaviors); subjective norms (i.e. a person’s perceived relevance and importance of opinions of significant others); and behavioral control (i.e. a

person's sense of control over behavior). Study of Uddin and Khan (2015) found that green purchasing behavior, environmental involvement, and environmental attitude, environmental

consciousness and perceived effectiveness of environmental behavior that affect green purchase behavior of young urban consumers in India. Khare (2014) found that green self-identity, peer influence and past green buying behavior influence green product purchase decision. Consumers' self-identification with environment friendly traits was a major predictor to green buying behavior.

Study of Kumar and Khan (2015) found that several factors e.g. supporting environmental protection, drive for environmental responsibility, green product experience, environmental friendliness of the firms and social appeal were identified as major factors affecting green products purchase decision.

Green consumption was influenced by altruistic values, environmental concerns and knowledge regarding green products (Mostafa, 2009). Niinimäki (2010) found that self-identity and self-concept were important in influencing consumers green purchase. Lee (2008) shown that females scored higher on environmental attitude concern, perceived seriousness towards environmental responsibility, peer influence and green purchasing behavior. Chan and Lau (2002) found that subjective norms, group conformance and perceived behavioral control affected environment friendly behavior, prices and saving resources considered to be important factors. Kalafatis et al (1999) found that social influence and norms predicted environment friendly behavior.

Environmental concerns and awareness

A study of dePaco and Raposo (2009) found that environmental concerns are not always translated into environmentally friendly behavior. It was also noted that there are consumers who are prepared to base their buying decisions on purchasing products that do not harm the environment. Rozen and De Pelsmacker (2000) also found that purchase decision does not necessarily indicate environmentally attitude.

Recently there is a growing interest awareness regarding environmental issues among consumers when they are making purchases (Young et al., 2010). Environmental knowledge is related to positive environmental behavior (Tanner and Kast, 2003). Knowledge people have about Green Behavior practices positively will influence their behavior (Roberts, 1996).

Environmental awareness considered as one of the most important predictors of appropriate environmental behavior (Grob, 1995; Gatersleben et al., 2002). Environmental awareness is also considered as knowledge about the facts and general concepts relating to the environment and ecosystems (Mostafa, 2007).

Attitude

Attitude toward behavior refers to personal evaluations being favorable or unfavorable to perform the behavior. According to Ajzen (1985), an individual is more likely to perform a certain behavior if he/she has a positive attitude toward performing the behavior.

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Several studies found the positive relationship between consumers' attitudes and behavioral intentions for green purchasing in different cultures, such as Asian, US, and European, and in different product categories (Chan and Lau, 2001; Kalafatis et al., 1999; Tarkiainen and Sundqvist, 2005).

Attitudes are better predictors of pro-environmental behavior than other variables (Padel and Foster, 2005; Tanner and Kast, 2003). Referring to Ajzens Theory of Planned Behavior it is stated that consumers' beliefs also form attitudes which are translated into intention and behavior (Baker and Ozaki, 2008). Hoyer and MacInnis (2004) argue that attitudes need to be changed to turn behavior toward environmental practices.

Roberts (1996) suggests selected attitudinal variables of ecologically conscious consumer behavior. The first is perceived consumer effectiveness which is an individual's judgement on his or her ability to have an impact on the environmental resource problems (Roberts, 1996). Liberalism was associated to democrats and liberals who were found to be more ecologically concerned than other groups of individuals (Roberts, 1996). Lastly, Environmental Concern is related to concern on social responsibility (Robert, 1996).

Values and Norms

Values and lifestyle are important in explaining consumer preference for green buying behavior. Jansson et.al (2010) stated that values, beliefs, norms and habits influence consumers' behavior and willingness to adopt green innovation.

Thogerson and Olander (2003) found that consumer environment-friendly behavior was influenced by universalistic personal values.

Subjective norms

Subjective norm is defined as the individual's perception of the likelihood that the potential referent group or individuals approve or disapprove of performing the given behavior (Fishbein and Ajzen, 1975; Ajzen, 1991). Subjective norm is shown as a direct determinant of behavioral intention (Ajzen, 1991).

Individuals' intention to consume organic food are likely to be strengthened if they believe that other individuals expect them to do so, or they wish to be identified with other individuals who are consuming organic food (Chen 2007). A strong relationship between subjective norm and intention has been shown in previous research (Kim and Chung, 2011; Bamberg, 2003; Kalafatis et al., 1999).

Green self identity and demographic factors

People purchase products that are match with their identity, social status and values (Belk, 1988). Consumers perception and evaluation regarding them influence their consumption patterns (Khare, 2015). Stets and Biga (2003) investigated the influence of consumer identity on green purchase behavior. Self identity and self-concept were important in influencing green purchase.

Certain demographic factors such as education, income, gender, age and occupation were important in profiling green consumer (Khare, 2015).

Willingness to Pay (price)

Consumers are price sensitive when it comes to going green (D'Souza et al., 2007). Young et al. (2010) identified price as a barrier to green Purchase behavior.

Customer willingness to pay and price perceptions have been considered as two important factors when studying price related to attitude and behavior (Oliver et al., 2011).

Price will be a barrier unless discounts and promotions are emphasized, quality and product performance are made credible and value for money is obtained (Gatersleben et al., 2002).

Perceived behavioral control

Perceived behavioral control refers to the degree of control that an individual perceives over performing the behavior (Chen, 2007; Kang et al., 2006). Thus, those who perceive a higher degree of personal control tend to have stronger behavioral intention to engage in a certain behavior (Ajzen, 1991). People belief concerning higher resources such as time, money, and skills will increase their perceptions of control and hence finally will increase their behavioral intentions increase Kim and Chung (2011).

Directions for future research

In the case of Indonesia, where the pro-environment movement is gaining attention, it needs to be explored whether the demand of environment-friendly or green products is in line with this increasing awareness.

Furthermore future research is needed to find out what motivate Indonesia consumers to purchase environment-friendly products? What motivates them to prefer green products over non-green products? Identifying factors responsible for purchase of green products and their willingness to pay more for these products? TPB model could be applied integrated with several variables such us social identity, value, norms, consumer knowledge, willingness to pay, perceived risks income, education ,etc. that could predict green purchase behavior in Indonesia.

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