Factors Considered by Indonesian Youth in Buying Green Product

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Abstract

Purpose : This study aim to understand factors considered by young consumers in Indonesia when buy green-products.

Design/methodology : Descriptive quantitative approach is applied to this study. The respondents are 501 college students, chosen by convenient non-probability sampling through self-administered off-line and on-line survey. Then, the data is analyzed using factor analyses.

Findings : Seven factors were identified in buying perceived green products. They are personal value, motivation (internal factors) and references, packaging, label, community, information at the outlet (external factors).

Research limitations : The object of the study, Indonesian youth were only taken from several leading universities in three major cities in Indonesia. In the future, definition about a perceived green product needs to be stated clearly. This is because a specific industry carries a unique definition regarding such product.

Practical implications : Companies, green-concern institutions, educators and government can do better approach to the young consumers to stimulate green-product purchase by knowing the considered factors

Social Implications : As a potential future actors, both as target market or marketers, Indonesian youth awareness on consuming green-products can positively contributes to build a pro-environmental lifestyle .

Originality/value : This research provides derived etic findings as a fundamental knowledge about considered factors in Indonesian young consumers when buy green-products with various references framework.

Paper type : research paper

Introduction

The awareness of green movement increases amongst various industries in Indonesia. In this sense, green is anything related with creation of a product or policy that is considered as friendly to the environment. This phenomenon emerges in line with the increase concern of global-warming impact and unhealthy lifestyle that most urban consumers had. It is indicated by the various kinds of green product offered lately to the consumers. The movement to increase consumers' quality of life and to reduce environmental damage have just begun. Some companies apply the whole process of creating green product, while others only partial. But, overall this condition is a good development of green business in Indonesia.

Green business, which then translated to green movement, is the responsibility of all stakeholder. This covers business practitioner, government, financial institution, non-governmental organization, environmentalist, educational institution and consumers. With the newness in Indonesia, it provides some obstacles and challenges to encourage potential consumers to buy green products. It also rewarded all stakeholders with arguably better living environment and healthier lifestyle.

Some researches have looked into the factors that influence purchase actions of green product. They showed variation of factors and pro-cons results. Most of them were conducted in countries outside Indonesia, mainly in the United States. While in Asia, Taiwan, India, China (including Hong Kong) and Malaysia are leading countries that produced research in green marketing. The objective of this research is to identify factors considered in buying action of college-age young consumers in Indonesia toward a perceived green-products. It is expected to give an insight on how to induce new trend of green consumption amongst young consumers. Thus, companies are able to create more appealing approaches toward them through green marketing activities. In a broader context, this research is expected to gives effective action to implement the triple-bottom line principle that not only concerns about making profit, but also taking care of people and planet.

Previous research showed various factors that influence buying action of green products. It is suggested that the factors can be divided into two, internal and external factors. The internal factors consist of perception (D'Souza et al.,2006a; Lee, 2008), motivation (Oliver and Lee, 2010), learning process (Young et al.,2010), and attitude (Park and Ha, 2012). External factors consist of friends (Lee, 2008), relatives (Vongmahadlek, 2012), community and social factors (Cole and Fieselman, 2013), information inside an outlet (Shrikanth and Raju, 2012; Verbeke, Dietz, and Verwaal, 2011), information on the product (Rahbar and Wahid, 2011; Deliya and Parmar, 2012). Existing researches have looked into various types

of consumers, industries, and locations. Therefore various and important factors that influence buying behavior toward green products are known.

The behavior of young generation, especially toward buying green products has been an interesting object to look deeper. In Indonesia, National Development Plan Bureau and Statistics Central Bureau (2013) recorded that the number of young people with the age of 15-24 years is projected to grow to more than 40 million on 2014. While in Hong Kong, Lee (2008 and 2009) found that educated young people start to buy green product and become very potential target market for the future. These young people endow great potencial to contribute to greener lifestyle, which later gives support through pro-environment product purchase. With such condition, identification of driven factors for college-age young consumers is needed. Eventually, this will give clearer picture for business company, education institution, government, non-government organization as well as environment activist to build healthier and more pro-environment consumption lifestyle.

Literature Review

Internal Factors

Here are several researches that have looked into internal factors related to green product purchase. It is found that dimension of cognitive, evaluative and trust are related each other and they are expressed in the attitude and or motivation toward sustainability principle, including action to buy green product in daily life (Pereira, Mykletun, and Hippolyte, 2012). While in India, consumer research pointed that attitude toward environment are the best tools to predict green consumer behavior. This can be shown from consumers' attitude toward energy-saver products give strong influence to willingness to buy compared to subjective general norms (Ha and Janda, 2012).

Another internal factor which influence a person's buying behavior towards green product is trust. It is pointed that there is a corellation between consumer trust level toward buying green product and consumers' confident level to green products (Pickett-Baker and Ozaki, 2008; D'Souza, Taghian, and Lamb, 2006a). They claimed that consumers prefer to choose producs that are produced by pro-environment companies, if they do not have emotional bonding or relevant need to the existing products. Rahbar and Wahid (2011) also suggested similar finding about consumer trust toward action to buy green brands. Gupta and Ogden (2009) stated that individual trust toward green product influence action to buy, plus these customer expect that other people will also do the same. In the context of personal trust, Carrete, Castaño, Felix, Centeno, and González (2012) found that consumers' confident level and credibility of the product are dominant factors that have relationship with pro-environment behavior adoption. Lastly, Hu and Janda (2012) claimed that positive attitude

and willingness to buy green products are influenced by combination of personal benefit perception, low risk perception and cultural value.

Still in the discussion of internal factors, Choo, Chung, and Pysarchik (2004) stated that subjective norms directly influence attitude, willingness to buy and the buying action toward green product. Additionally, psychographic factors influencing action to buy green products are consumers' self-belief (altruism) about the product and the perception of product ability to fulfill the consumers' need (Akehurst, Afonso, and Gonçalves, 2012). Other than that, internal self-value give influence to intention to buy and purchase satisfaction to consumer products (Weng and de Run, 2013). D'Souza, Taghian, Lamb, and Peretiatkos, (2006b) found that consumers' perception gives significant influence to sustanaiability of companies producing green products.

It can be argued that self-image and positive perception about environmental responsibility play important factor in influencing buying behavior. Using Hong Kong youngster as the study object, Lee (2009) showed that self-image is more dominant in influencing male youngster to buy geen product. While for for female youngsteer, attitude, self-concern and perception toward environment becomes main factors.

External Factors

There are several external factors also influence action to buy green products. Multiple regression research result conducted by Lee (2008, 2009) showed that social factors are the best predictors to analyze young consumers to do green product purchase. Then Lee (2010) found that peer and parental influence are predictors for Hong Kong young consumers' decision to buy green products. While in the US, it is suggested that community-base marketing campaign conducted at Pacific University, increased awareness and influence behavior toward reducing and recycling paper and purchase action to pro-environment product. The findings were expected to give contribution to behavioral changes of the student toward pro-environment action (Cole and Fieselman, 2013).

It is argued that green marketing strategy is very effective to build positive perception toward pro-environment business (Hill and Lee, 2012) and to influence consumer buying pattern toward green product (Juwaheer, Pudaruth, and Noyaux, 2012). In general, explanations of sales promotor on the counter increase willingness to buy and purchase satisfaction toward consumer products (Weng and de Run, 2013). One of the application, eco-labeling increases the product reliability, encourages and builds trust to the consumers to buy the green products. (Difsi and Valk, 2012).

Research Method

This research used quantitative approach involving 501 college students who was chosen by convenient non probability sampling. The research was conducted through off-line and on-line self-administered survey. Thirty two statements was evaluated for each respondent. The agreement level of respondents toward each statement is measured by Likert scale (1=strongly disagree, 5=strongly agree). The predictor items were grouped through factor analysis.

Table 1. Construct of the items

Code	Items	Reference
PI1	In my opinion, green product is good	D'Souza et al. (2006a)
PI2	In my opinion, buying green productis a responsive action In my opinion, buying green product can reduce	Lee (2008)
PI3	global warming impact	Lee (2008)
MI1	Buying green product make me feel valued	Oliver and Lee (2010)
MI2	Buying green product make me feel appreciated by others	Oliver and Lee (2010)
MI3	I feel outdated if I do not buy green product	Oliver and Lee (2010)
BI1	I am concern about the environment, so I buy green product	Young et al. (2010)
BI2	I do not want to pollute more by choosing green product	Young et al. (2010)
BI3	I respond to global warming issue by buying green product	Young et al. (2010)
BI4	I understand that buying green product will bring benefits	Young et al. (2010)
SI1	I prefer green product than non green product	Park and Ha (2012)
SI2	I feel guilty if I do not buy green product	Park and Ha (2012)
TE1	My friend influence me to choose green product	Lee (2008)
TE2	Discussion with friends influence my opinion toward green product	Lee (2008)
TE3	I often buy green product together with my friends	Lee (2008)
KE1	My relatives' opinion influence me in choosing green product	Vongmahadlek (2012)
KE2	My parents' direction influence me in choosing green product	Vongmahadlek (2012)
KE3	I follow my relatives' action to choose green product	Vongmahadlek (2012)
KE4	I trust my relatives' recommendation to buy green product is good	Vongmahadlek (2012)
ME1	I pay more attention to product suggested by green community activists	Cole and Fieselman (2013)
ME2	I pay more attention to green product discussed by online community	Cole and Fieselman (2013)
ME3	I pay more attention to green product frequently used by the community I involved in	Cole and Fieselman (2013)
OE1	Green product poster in the outlet attract my attention	Shrikanth and Raju (2012)
OE2	Sales people explanation in the outlet about green product	Verbeke, Dietz, & Verwaal (2011)
OE3	Promotion material of green product on the shelf in the outlet attract my attention	Shrikanth and Raju (2012)
LE1	I pay attention to product label to ensure there is no harmful ingredients for the environment	Rahbar and Wahid (2011)

LE2	Organic label is crucial consideration for me when buying a product	Rahbar and Wahid (2011)
LE3	Eco-labeling gives influence in considering buying a product.	Rahbar and Wahid (2011)
SE1	I choose product with environment-friendly packaging	Deliya and Parmar (2012)
SE2	I buy a product with packaging that can be recycle	Deliya and Parmar (2012)
SE3	I buy a product that is compact in packaging	Deliya and Parmar (2012)
SE4	I think about packaging waste when buying a product	Deliya and Parmar (2012)

Result and Discussion

By using rotated component matrix with Kaiser normalization rotation method, seven iteration groups are identified. Three items are removed because of low score (less than 0.6) and irrelevantt to the group factor. The items with high score (more than 0.6) are extracted again within the group with principal component analysis to make sure that the item are firmly included on the iteration group.

Twenty nine statements are spreading to seven factors identified. They are references (influence from friend and family), personal value (self-perception about the product and knowledge about green product impact), packaging (environment friendly packaging), label on the product, community influence, motivation and information in the outlet.
Sequentially in order, references factor are represented by seven items, personal value by five items, packaging, label, community influence, information in the outlet by three items respectively, and motivation by two items.

Table 2. The items represent personal value factor

Predictors (Measurement Variable)	Factor Loading	Mean	Std Dev
PI3- In my opinion, buying green product can reduce global warming impact	,667	4,2236	,81359
BI1- I am concern about the environment, so I buy green product	,786	3,7884	,83615
BI2- I do not want to pollute more by choosing green product	,801	3,8383	,86707
BI3- I respond to global warming issue by buying green product	,783	3,5509	,87402
BI4- I understand that buying green product will bring benefits	,669	3,8184	,82761

Personal value factor in this research contain consumer perception and knowledge. It means that perception and knowledge complement each other to frame the consumer value toward

decision making of buying green products.

The research conducted by D'Souza et al. (2010) indicated that education was important for the consumers to communicate and influence the purchase of green product by building positive perception on the consumer's mind. Similar to this result, the reseach of Young et al. (2010) showed that consumers' general value, knowledge and experience formed the purchasing behavior of green consumers.

Table 3. The items represent motivation factor

Predictors (Measurement Variables)	Factor Loading	Mean	Std Dev
MI2- Buying green product make me feel appreciated by others	,880	2,8463	,90682
MI3- I feel outdated if I do not buy green product	,880	2,5788	1,00810

Other description of motivation factor should be developed because of the limited items on this research. The items successfully grouped above show the appreciation from outside that impact to one's motivation (appreciation from others and outdated feeling). It is necessary to develop statements that originated from other aspect inside the consumers.

Oliver and Lee (2010) found the fitness of self-image, knowledge and social value impact on the motivation building to buy hybrid car in US and Korea. It seems that motivation despite coming from inside of the consumers, it actually built by mixture of outside and inside respons of the consumers.

Table 4. The items represent references influence factor

Predictors (Measurement Variables)	Factor Loading	Mean	Std Dev
TE1- My friend influence me to choose green product	,789	2,7146	1,00815
TE2- Discussion with friends influence my opinion toward green product	,775	3,0399	1,01509
TE3- I often buy green product together with my friends	,727	2,7285	,95402
KE1- My relatives' opinion influence me in choosing green product	,841	2,8563	1,00961
KE2- My parents' direction influence me in choosing green product	,719	2,9741	1,07393
KE3- I follow my relatives' action to choose green product	,816	2,7800	,98668
KE4- I trust my relatives' recommendation to buy green product is good	,760	3,0998	,99901

In this research, references factors bore influences from three groups of close people surrounding young consumers, namely friends, relatives, and parents. It confirm that collectivism shown in most Asian countries also construct the reference factor in Indonesia.

Lee (2008) describe social influence as the influence that comes from friends, and not include parents as a part of social influence. Peer influence are very strong among young consumer in Hong Kong. Meanwhile, Vongmahadlek (2012) stated family norms, social norm and personal norm as subjective norms influence intention to buy organic product in Thailand. Then, parents as a part of family have important role to influence young consumers in Thailand to buy green products.

Table 5. The items represent packaging factor

Predictors (Measurement Variables)	Factor Loading	Mean	Std Dev
SE1- I choose product with environment-friendly packaging	,849	3,6647	,81690
SE2- I buy a product with packaging that can be recycle	,873	3,6467	,87232
SE3- I buy a product that is compact in packaging	,741	3,8303	,85391

Packaging factor plays an important role to be considered on green purchasing behavior, because it is a touch point between consumer and the product. In the case of impulse buying behavior, packaging with its components, like the material, design, form, color, and information, become parts of marketing communication (Deliya and Parmar, 2012).

The research findings by Adam & Ali (2014) showed that information on the packaging of milk product is the independent factor that should be considered in buying behavior. Packaging as a product element can leverage the image through nutritional information and country of origin exposure.

Table 6. The items represent label factor

Predictors (Measurement Variables)	Factor Loading	Mean	Std Dev
LE1- I pay attention to product label to ensure there is no harmful ingredients for the environment	,812	3,1457	1,08477
LE2- Organic label is crucial consideration for me when buying a product	,890	3,2715	1,01694
LE3- Eco-labeling gives influence in considering buying a product.	,808	3,4810	,96236

Label on the green product becomes a factor that should be considered for young consumer in Indonesia. Beside becoming the sign of the quality asurance, label is also important to deliver information for young consumers. The research done by Rahbar & Wahid (2011) in Penang, Malaysia, showed that trust on eco-label is a significant variable for actual buying behavior. It created awareness and symbol of trust.

Table 7. The items represent community's influence factor

Predictors (Measurement Variables)	Factor Loading	Mean	Std Dev
ME1- I pay more attention to product suggested by green community activists	,869	3,1257	,95820
ME2- I pay more attention to green product discussed by online community	,893	3,0240	,96924
ME3- I pay more attention to green product frequently used by the community I involved in	,854	3,2615	,98868

The power of community become a potential influencer for young consumers in Indonesia to buy green products. Their opinion, discussion and habit trigger young consumers to do actual green purchasing.

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Community-based social marketing campaign at Pacific University Oregon was effectively push the behavior to buy the environmental-friendly products and other pro-environmental action such as reducing and recycling (Cole & Fieselman, 2013).

Table 8. The items represent information at the outlet factor

Predictors (Measurement Variables)	Factor Loading	Mean	Std Dev
OE1- Green product poster in the outlet attract my attention	,843	3,4291	,97029
OE2- Sales people explanation in the outlet about green product attract my attention	,840	,97029	,95480
OE3- Promotion material of green product on the shelf in the outlet attract my attention	,830	3,3792	,95283

Information in the outlet, whether it comes from point of sales material or from the sales person, is considered by young consumers in buying the green products. College students, who are well educated, pay attention on information before they decide to buy the green products. Printed promotion materials can induce commitment and usage of green products as well as support the campaign of pro-environmental initiatives (Shrikanth and Raju, 2012).

The logical explanation from the sales person tend to influence these young consumer's decision making. The challenge of sales promotion today is to deliver the knowledge of the product that has not been possessed by the target consumer and make it available for them to be considered at the right moment, and strengthen positive impulse buying (Verbeke, Dietz and Verwaal, 2011).

Table 9. Measure of Internal and External Factors

	Factor Loading	Mean	Std. Deviation
Internal Factors		**3,2782**	**0,59513**
Personal Value	0,805	3,8439	0,62673
Motivation	0,805	2,7126	0,84275
External Factors		**3,2646**	**0,55269**
Reference	,578	2,8348	0,82843
Packaging	,583	3,7139	0,69649
Label	,734	3,2994	0,85529
Community	,758	3,1371	0,84765
Information in the outlet	,752	3,338	0,80373

Note: Internal KMO = ,500 ; External KMO = ,731

Internal factors analyses separately shows the score of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) as 0.500, while external factors shows KMO 0.731, that are strong enough to be judged as a separate factor respectively. Personal value and motivation are very strong as part of internal factors (factor loading more than 0.5). Meanwhile, reference influence, packaging, label, community influence, and information in the outlet strongly build external factors (factor loading more than 0.5).

Both internal factors and external factors shows mean more than 3 which is significant in

one-sample t-test (confident level of 95%). The respondents who buy green product show no strong motivation to be looked good or feel good as an internal-driven motivation. They also buy green product not because of the opinion, suggestion or recommendation from parent, relatives, and friend.

Alternative Factors

Tabel 10. Measure of Alternative Factors Category

	Factor Loading	Mean	Std. Deviation
Product Info- Based Value		**3,5488**	**,53872**
Personal Value	,604	3,8439	0,62673
Packaging	,802	3,7139	0,69649
Label	,715	3,2994	0,85529
Information in The Outlet	,630	3,338	0,80373
Social- Based Motivation		**2,8948**	**,65539**
Reference	,851	2,8348	0,82843
Community	,568	3,1371	0,84765
Motivation	,779	2,7126	0,84275

Note : KMO = ,781

The unconditioned (unseparated) factor analysis shows interesting result that two big categories of factor are identified (KMO= 0.781). Personal value, packaging, label and information in the outlets are gathered on one group in which authors name it as product info-based value, while reference and community influence together with motivation become another category named social-based motivation.

Product info-based value means that the personal value of the repondents formed together with the value of packaging (environment-friendly packaging), information on the label attached on the product, promotion material and sales people's explanation in the outlet.

Social-based motivation are formed by their motivation together with the opinion, suggestion, and consumption of their parents, relatives, friend and community.

Conclusion

The result of factor analysis shows two internal factors and five external factors considered by young consumers in Indonesia to buy perceived green products. The identified internal factors are personal value and motivation. The identified external factors are references influence, packaging, label on the product, community's influences, and information at the outlets. The factor analysis also offer two alternatives categories that can be considered from different view of young consumers in Indonesia to buy green products, namely *product info-based value* consisting of personal value, packaging, label, information in the outlet and *social-based motivation* consisting of self-motivation, reference, community influence.

Limitation and Future Research

The samples that only included college students and small numbers of respondents are some limitations of this research. The respondents completed self-reporting questionnaires is another limitation. The scope of the research was limited geographically on several leading universities in three big cities in Indonesia and some respondents were reached through on-line research. The green product bought by the respondent was judged by the respondents' perception. The perceived green products should be defined clearly on more specified industries. This is because factors identified could be varied among different industries. This research can be followed by measuring the influence of those factors, so that policy on educating consumers about green products can be systematically and effectively implemented by company, green-concious institution, education institution, and government. Longitudinal research will be long term consideration, since the interest of green product in Indonesia is just emerging.

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