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An Exploration Study of Values on Eco-Friendly Consumption in Indonesia

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Abstract

The research aimed to explore the value related to environmentally friendly behavior that is believed by the environmentally friendly consumers in Indonesia. This research uses the interpretive approach in understanding the values related to environmentally friendly consumption. The study used 68 informants who are active as a permanent consumer of environmentally friendly products incorporated as members of the Indonesian Organic Community (IOC). Data were collected through in-depth interviews and data were analyzed using FGDs to determine the values believed by informants related to eco-friendly consumption behaviors. The data are described using qualitative descriptive with an interactive model.

Based on the results of the analysis can be concluded that the value believed to be associated with the consumption of environmentally friendly products is the natural orientation of humans. Green consumers have a belief in the value that the consumption process needs to pay attention to the balance of nature because it feels human as a part of nature. Consumers who are environmentally friendly also believe that there is a mutual relationship between humans and nature that benefits humans such as health, safety and supporting sustainable production processes. Confidence in the value of man nature orientation is based on past views or viewing the experiences of previous generations that do environmentally friendly consumption.

Keywords: Values, Man Nature Orientation, Consumption, Eco-Friendly.

Introduction: Improving the quality of a healthy life along with consumer preferences led to the demand for environmentally friendly products in some countries to grow by an average of 20% per year. The development of production oriented to environmentally friendly products in developing countries is quite good, especially in European countries. The eco-oriented agricultural sector in the EU is estimated to increase by 30% in 2010 from all agricultural areas where in 2005 the organic agriculture sector accounted for only 10% of all agricultural areas. Britain as one of the market leaders of eco-friendly products in Europe has an estimated market value of 1.2 billion pounds in 2003 or about half of other market leaders such as Germany (Padel & Foster, 2005).

The purchase of eco-friendly products often referred to as green products in Indonesia is still relatively low. YLKI (2012), the first and the largest consumer association in Indonesia, conducted survey results related to green product consumption with 609 respondents in several regions in Indonesia showed consumers who consumed organic rice by 24%, consumed fruits by 17% and in the form of spices by 3%. Consumers do not buy organic food for reasons such as expensive prices, affordability, and access to places that are still very difficult. The other 34% (205 people) did not know about organic food. From the study of green product consumption by YLKI shows the low consumption of green products in Indonesia.

Some people are even willing to spend bigger budget in order to get environmentally friendly products that are relatively still somewhat more expensive than the usual type in Indonesia. Eco-friendly products are produced through environmentally-conscious processes and have an adverse impact on the environment. For example, organic foods are rated as environmentally friendly products or green products because from the cultivation process until the harvest does not undergo chemical processes or use synthetic materials, such as pesticides, herbicides, chemical fertilizers, hormonal or antibiotic injections, and processed without ionizing or modifying radiation genetic (Suprpto & Wijaya, 2012).

Food safety issues, nutritional attributes, and eco-labeling become a sensitive issue in the food industry. Food safety issues have raised public awareness of the environmental crisis that requires everyone to have a healthy and thrifty lifestyle (Junaedi, 2006) and tend to be natural (Chan, 2001). Some studies indicate the low purchases of green products in Indonesia such as Junaedi (2007) and Sihombing (2007), so it is necessary to further examine the basic factors that contribute to eco-friendly behavior. Understanding the factors that play a role to explain the behavior of environmentally friendly consumption is expected to reduce environment degradation. The behavior of eco-friendly consumption can serve as a target in directing the improvement of the quality of human life and the environment. The importance of understanding the environmentally friendly behavior of consumers among other reasons for health, quality of life and the reasons for reducing environmental degradation (Tsakiridou, 2008). Environmental problems are rooted in human activities and production patterns-human consumption so that the necessary human awareness, especially the community in maintaining the quality of the environment. The behavior of maintaining the quality of the environment depends on the attitudes and values that exist in the consumer as human beings (Chen & Chai, 2010; Mansaray & Abijoye, 1998; Said, 2003).

The importance of the value aspect in eco-friendly consumption behavior is based on the notion that value plays a role in creating environmentally friendly consumer concerns, concerns and behaviors (Umberson, 2008; Bui, 2005; Mansaray & Abijoye, 1998; Chen & Chai, 2010; Said, 2003; Sihombing, 2007; Junaedi, 2007). Value is an essential factor that needs to be considered in the study of eco-friendly consumer behavior. Kalafatis et al (1999) in his research suggests the need to involve a number of cultural orientations in the form of values that consumers believe in predicting the intention of consuming environmentally

friendly products. Chiou (1998) in his study also recommends the need to consider different aspects of social pressure and value orientation in predicting consumption intentions. Aertsens et al, (2009) in reviewing a number of antecedents of eco-friendly consumer behavior suggest the importance of considering the value aspect as a basic determinant in predicting eco-friendly behavior.

Values are often used by identifying eco-friendly consumer behavior for marketing purposes. Values are considered as an important variable in understanding consumer behavior because values present the fundamental goals that consumers are looking for, and ultimately for the purpose of gratification for the consumer segment (Divine & Lepisto, 2005). The product conceptually has a social value, because personal choice is influenced by personal values as well as the values that the social environment recognizes (Fotopoulos & Krystallis, 2002). Value is a psychographic variable that becomes the company's orientation in identifying consumer segmentation for environmentally friendly products (Engel et al., 2005; Fraj & Martinez, 2006).

Studies of eco-friendly consumption behavior have been undertaken in several developed countries such as Switzerland, Britain and several other developed Asian countries. Indonesia is a developing country that has different consumer characteristics, especially in attitude, culture, and value so it needs to be studied further. Other considerations, the prediction of a model may vary in different conditions and cultures (Bagozzi et al., 2000) such as consumer behavior (Hempel & Jain, 2001). Such differences will, in addition, result in different empirical conditions also requiring different stimulus adjustments or different contexts in the measurement. This study was conducted in an effort to bridge the difference and explore more deeply values related to environmentally friendly consumption behavior in the context of Indonesia.

Values and Eco-Friendly Behavior: The behavior of maintaining the quality of the environment depends heavily on attitudes and values that exist on the consumer as part of human beings (Umberson, 2008; Bui, 2005; Mansaray & Abijoye, 1998; Chen & Chai, 2010). Values are important factors that drive individuals to see the world (Engel et al, 2005; Homer & Khale, 1988). Values are beliefs or anything that is considered important by a person or society. Values can mean a belief about a thing, but a value is not just trusted. In a person's behavior is directed by the value corresponding to the culture.

Values become the criteria held by individuals in choosing and deciding things (Homer & Kahle, 1988). Values act as standards that direct behavior. The value guides the individual to enter a situation and how the individual behaves in the situation (Rokeach, 1973; Homer & Kahle, 1988). Values give direction to one's attitudes, beliefs, and behaviors, and provide guidelines for choosing the desired behavior for each individual. Values influence behavior as a result of the formation of attitudes and beliefs, so it can be said that value is a determinant factor in various social behaviors (Rokeach, 1973). Consumers in making consumer purchase decisions involve values, beliefs, rules, and norms. The value that consumers believe is used as a component for consumers in evaluating a behavior and

its impact.

Value is one component considered by the company to identify environmentally friendly consumer segmentation (Engel et al., 2005; Fraj & Martinez, 2006). The values are fundamental factors in understanding consumer behavior because value is what the consumer believes and has a direct relationship with the attitude taken by the consumer. Eco-friendly products are elements of an individual belief system (Dembkowski & Lloyd, 1994). A study of literature comparing inter-state or inter-city reveals that the values of a particular society have an effect on purchasing behavior that takes into account the social and individual environmental impacts (Chan & Lau, 2000; Fotopoulos & Krystallis, 2000). The value one holds will determine its consumption because a values are the cognitive manifestations of universal human demands such as biological, social interaction, and the demands of social institutions against individuals (Schwartz & Bilsky, 1987). The attitude of the individual is generally based on his value to make the relevant decisions (Junaedi, 2006).

Value is a fundamental consideration for consumers to protect the environment. Individuals who embrace values are believed to have an effect on the individual's decision-making in terms of consumption. Such influence forms an awareness of the benefits gained after consuming the goods. The value of each individual will affect the attitude, and then the attitude will affect the consumption behavior (Mowen & Minor, 2003). According to Hawkins et al., (2001), cultural values are grouped into three main groups of other-oriented values, environmental-oriented values, and self-oriented cultural values own (self-oriented value). There are six dimensions of cultural values in different cultures that shape consumer behavior (McCarty & Hattwick, 1992): individual-collective, masculinity-femininity, time orientation, avoidance of uncertainty, activity orientation, relation to nature (human nature). Traditionally belief in eco-friendly consumption behavior is a cultural part of Asian societies such as the Chinese, Japanese, Korean and several other Asian countries (Verschuren, 2002; Westrate, 2002).

Research Methodology: This research uses an interpretive approach to understanding the values related to eco-friendly consumption. Therefore, it is necessary that subjects who meet the parameters that can express the above so as to enable the data can be obtained precisely. The parameters are routine consumption of environmentally friendly products or green products, understand the environmentally friendly products, especially in the field of food and directly involved as a final consumer or a permanent user of green products. The study used 68 informants who are active as a permanent consumer of environmentally friendly products incorporated as members of the Indonesian Organic Community (KOI). Data were collected through in-depth interviews and data were analyzed using FGDs to determine the values believed by informants related to eco-friendly consumption behaviors. The data is described using a qualitative descriptive interactive model in the form of data collection, data reduction, data display, and conclusion / verification.

Analysis & Finding: Consumers believe that green consumption behavior is directly

related to nature. Participants explain that environmentally friendly products are an effort to return to nature because, with the consumption of environmentally friendly products, the production chain will be maintained and processed naturally without being affected by human manipulation processes such as using chemicals. Consumers assume there is a relationship of responsibility between consumption behavior with nature. Participants are confident and care that the more consume of environmentally friendly products, nature will be maintained. The behavior of environmentally friendly consumption is useful to maintain the nature sustainability with the consideration that if nature is sustainable or free from damage then nature will provide benefits for human life such as supporting the sustainability of production and consumption. The following is a participant's quote regarding the importance of maintaining the natural balance;

... eco-friendly products come from nature because they are processed naturally so as to maintain the continuity of sustainable production processes such as land or land can still continue to be used by farmers without any pollution ... (Al)

... the consumption of eco-friendly products, making the balance of nature and man because the production process does not destroy nature for example land or soil is not polluted chemicals that harm human ... (Sa)

... environmentally friendly products both natural and human, do not damage the environment, do not use chemicals that are long-term contamination .. (Na)

Eco-friendly products are believed to reduce natural damage because in the production process does not use harmful chemicals. The production process that is not environmentally friendly will damage the nature of negative impact for humans. The use of chemicals such as pesticides in agriculture will damage the soil structure. Participants also believe that if nature is not treated properly according to nature, then nature will be angry and give bad impact to human. Humans have a responsibility to nature in consumption behavior. Participants believe that humans are part of nature so it needs to blend with nature. The following participant quote relates to the benefits of maintaining the natural behavior and its consequences;

... the more we consume products that conserve nature, the natural reason must give the best for us ... (He)

... Very connected, because if not environmentally friendly nature will not awake. All products such as agriculture will be harmful to health if not environmentally friendly ... (An)

... we must safeguard our nature during consumption, not to destroy our nature because if we degrade nature, it is beneficial to our life. (Dr)

... we are part of nature, living in nature is inseparable from nature we should not see nature only as an object that we use, consciousness to return to nature actually consciousness to appreciate nature and our own nature, and also to preserve nature too. (Ar)

... nature will be more resilient in a natural way if we support the production of

natural foods because if we use pesticides, nature will change so long will be damaged and we will hit like global warming. If we take the decision to environmentally friendly means we are responsible to our earth. (Eb)

Participants also have confidence in eco-friendly consumption based on past views or view previous generations' experiences. The belief that people of previous generations have a long and healthy age because they consume natural and environmentally friendly products. Human health is linked to an environmentally friendly consumption process. The following quote from the respondent's statement;

... if we see the old man was stronger, healthier than the people today is actually because people used to eat a natural food. (Eb)

... people now often get sick of being tempted by unnatural instant products. (Yes)

... try to see old people older than people today, because they consume natural foods that are environmentally friendly. (Dr)

... old people used to be healthier than current generation people who easily get sick because of haphazard consumption, many use chemical products. (Al)

Philosophically, the value of Eastern countries is different from the value in Western countries. As an example related to nature, the core values embraced by American society are conquering nature (Engel et al., 2000), in contrast to Asia which tends to favor the balance of nature (Chan, 2001). America has the value of conquering nature, for example like facing changes in nature and pests with chemicals, besides the value of conquering nature is also shown by commercial commercials (Engel et al., 2000).

Contextually, Asian countries have a strong value orientation with regard to environmentally friendly products. Confidence in health and environmental products is a cultural part of the Chinese, Japanese, Korean and other Asian countries (Verschuren, 2002; Westrate et al., 2002). For example, Chinese with Taoist teachings that teach the principle that the origin of man from nature and unite with nature (Chan & Lau, 2000; Chan, 2001) to form balance (yin and yang). This philosophy developed and influenced the Chinese community for more than 2000 years (Chan & Lau, 2000). The integration of philosophy is done by the Chinese government through formal levels such as educational institutions or schools or non-formal through the family. The value grows, grows and integrates in their lives (Chan, 2001). The integration of philosophy is done from an early age to rooted in the life of Chinese society, this is not apart from government support.

Asians see themselves as part of nature and live in harmony with nature or nature-oriented (de Mooij, 2004) called Chan (2001) as the man nature orientation (Man Nature Orientation). The categorization done by Chan and Lau, (2000), Chan, (2001) and Sihombing (2007) shows that the type of value according to Kluckhohn and Strodtbeck (1961) who are able to predict the behavior of purchasing green or environmentally friendly products is man nature orientation humans who focus on human relationships with nature and human life basically leads to a harmonious life with the environment. The man nature

orientation contains values that lead to human relationships with nature so that consumers seek or obtain information related to environmental issues. Consumers who have a man nature value orientation will have an attitude that supports the consumption of environmentally friendly products (Suprpto & Wijaya, 2012). Consumers who have a man nature orientation tend to consider the consequences of consumption on the environment so as to have an environmentally friendly attitude (Chan, 2001).

Indonesian people who have a collectivist tendency have a meaning to live in harmony or balance with nature (Susana, 2009). For example, the mapping is done by Susana (2009) based on Koentjoroningrat (1987) explains that the society tends to be collectivist which is shown by agrarian development, traditional culture, mutual cooperation values, living in harmony with nature which is reflected through traditional events such as *slametan*, tradition in Mount Merapi and the South Sea, prioritizing harmony rather than personal ambition.

Conclusion and Suggestion: Based on the results of the analysis concluded that the value believed by Indonesian consumers related to the consumption of environmentally friendly products is the natural orientation of human beings. The value of man nature orientation is defined as the tendency of human relationships with the environment that will essentially lead to a harmonious life in its naturalness (Chan & Lau, 2000). This value can serve as a basic antecedent for eco-friendly behavior. Green consumers have a belief in the value that the consumption process needs to pay attention to the balance of nature because it assumes that humans are part of nature. Green consumers also believe that there is a mutual relationship between humans and nature. When nature is well treated it will benefit humans like health, safety and support sustainable production. Confidence in the value of man nature orientation is based on past views or viewing the experiences of previous generations that do environmentally friendly consumption.

Practically, there is a need to cultivate human nature-oriented values through socialization of awareness of eco-friendly behavior. The awareness raising of environmentally friendly can be instilled from generation to generation through formal levels such as school and non-formal like family. The role of government is needed in this case so that a positive attitude will grow in the consumption of environmentally friendly products that impact on environmentally friendly consumption patterns. Environmentally-based education in the educational curriculum needs to get the attention of the government. The program of human nature orientation is expected to prevent or reduce environmental degradation in Indonesia. The cultivation of values will also awaken the human importance of human relationships with nature so as to create a balance of consumption patterns that are environmentally friendly.

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