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Research paper



Indonesian Consumers' Purchase Behaviour of Green Innovative Product

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Abstract

This study aims to determine the reasons why Indonesian consumers buy innovative green products (Pertalite RON 90) using CAB attitude theory. This theory assumes that individual behavior (such as the decision to buy) is closely related to how they evaluate decisions of the cognitive, affective and conative aspects. This study was designed to be quantitative. The causal relationship between variables will be examined through questionnaires to be distributed to consumers of Indonesian motor vehicles using gasoline. The findings are expected to provide insight into whether ABC's theory of attitude, popular theory in consumer behavior literature is useful and applicable in explaining why consumers, especially Indonesian petrol consumers buy innovative green products (represented by Pertalite RON 90). From these findings, researchers and practitioners will be able to understand the importance of the cognitive, affective and conative components of the theory of consumer behavior and apply it accordingly. This study is important for the progress of CAB behavior theory through tripartite attitude structure model which consists of attitude stimulus through stimulus used to measure each component of cognitive, affective and conative behavior. The proposed model is intended to identify key concepts that shape attitudes that are useful for predicting outcomes to make accurate predictions using component attitude concepts: Cognitive, Influencing, and Conative (CAB), following tripartite behavioral models (Schiffman and Kanuk, 2004, Solomon, 2002; Breckler, 1984; Rosenberg and Hovland, 1960; Boulding, 1956).

Keywords: *Cognitive, Affective, Conative, Green Innovative Product.*.

1. Introduction

One of the most notable trends of corporate behavior in recent decades is the growing sensitivities of businesses toward environmental issues [1]. Two tendencies can be attributed to this phenomenon [2,3]. First, environmental problems are global problems, pollution, global warming, climate change, ozone depletion; greenhouse effect and nuclear meltdown respect no borders. Second, people are more aware of the environmental impacts of human activities and are more willing to make behavioral changes for environmental reasons. Consumers and producers have realized that, acting together; they can make a big difference in protecting and preserving our environment.

Today, green innovation has become one of the important strategic tools to attain sustainable development in the manufacturing industries because of the popular environmental trends [4,5]. Strict environmental regulations and popular environmentalism have been observed to change the competitive rules in practitioners and the marketplace [6]; pressure created from environmental regulations/policies for example, will affect green product innovation, all of which influence the creation of an innovative green product [5,7]. Thus, for companies who are willing to undertake green innovative enthusiastically will find them to be in a position whereby they can execute green differentiation strategies and reshape the competitive rules to obtain competitive advantages [5,6,7,8]. History has witnessed a remarkable increase in stakeholders' understanding of what makes a new product successful. Instance, has identified numerous factors for this success, which are linked to new-product performance; namely, the innovative product is unique, different and may even be patentable; these factors are said to allow the innovating firm to achieve a differentiated and proprietary position, as well as a higher likelihood of success [9]. In addition, the acceptance and adoption of new products are said to inevitably be affected by the institutional environment that establishes the framework in which the diffusion takes place [10,11,12, 13] In sum, successful green innovations are believed to have the ability to help firms achieve greater efficiency, build and strengthen their core competencies, and improve on their green image; all of these when combined, should contribute towards the firm's profitability.

2. Green Innovative Product

Green innovation is defined as those that are related to green products or processes, including the innovative technologies involving the development of a new product, the introduction of a new service or the use of a new process and/or the establishment of a new venture, or that are involved in energy-saving, pollution-prevention, waste recycling, green product designs or corporate environmental management [1]. Green innovation is usually seen as a way to evaluate firm's green commitment in general in terms of whether the firm is committed to save the environment from pollution, save energy, and recycling useful materials [1,4,14]. An act of care for the environment for energy saving can be carried out through the usage of alternative energy; for instance, choosing to use machinery and tools that work with our solar system can also

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help save the environment as one avoid using chemicals and the like that can damage the environment [4,14].

Motor vehicle fuel with the name of Pertalite RON 90 is a product innovation issued on request and environmental awareness and inspired by the development of motor vehicle technology in Indonesia. Has an research octane Number rate (RON) of 90 making burning in a vehicle engine with the latest technology better. Pertalite is suitable for two-wheeled vehicles and four-wheeled vehicles.

The government is represented by the Ministry of Energy and Mineral Resources to test the feasibility of the Pertalite test with octane-grade octane (octane) octane-grade octane standards. Standards and quality tests are carried out by three credible institutions, namely the Agency for Assessment and Application of Technology, Institute for Research and Industrial Assessment of Bandung Institute of Technology, and the Center for Oil and Gas Technology Research and Development. Referring to the Decree of the Director General of Oil and Gas. 313.K / 10 / DJM.T / 2013 on Standard and Quality (Specification) Fuel Type 90 Gasoline Is Marketed In The Interior. The specification that must be owned by Pertalite is the visual appearance that is green, clear and bright, and there is no lead content and has a maximum sulfur content of 0.005 percent m / m, equivalent to 500 ppm.

Product Diversification conducted by PT. Pertamina as the operator license holder in Indonesia will give consumers more choice. Pertalite RON 90 meets the needs of the segment that wants the engine to be maintained at a price no more than the price of other fuels. With this new product consumers get clean fuel and environmentally friendly. The Government of Indonesia through PT Pertamina as a state-owned company established and provided new environmentally friendly fuel with a new type called Pertalite RON 90, although previously PT Pertamina already has other kind of environmentally friendly fuel such as Pertamax (RON 92) and Pertamax Turbo (RON 98).

Indonesian legal policy through Decree of the Minister of Environment No. 141 of 2003 which was replaced by Minister of Environment Regulation no. 4 of 2009 on Threshold Vehicles and updated by Regulation of the Minister of Environment of the Republic of Indonesia No. 10 of 2012, Concerning the Quality of Emission Standards of Motor Vehicles New types of emissions, requires the automotive industry to issue products in accordance with applicable regulations with a view to maintaining the environment 15.

Since its first launch in mid 2015, precisely in July 2015, Pertalite demand has reached 874 SPBU spread over 125 cities / districts. At refueling stations, gas stations that have tested the market, the market share in the Pertalite gasoline market continues to rise, now reaching 13.5%. Starting September 14, 2015 as many as 874 retail outlets have served the purchase of Pertalite, 491 gas stations in the area of Pertamina Marketing Operation Region III (West Java), 92 gas stations in the area of Pertamina Marketing Operation Region IV (Central Java), 276 SPBU in Pertamina Marketing Operation Region V (East Java, Bali, Nusa Tenggara), and 14 gas stations and 1 APMS in Pertamina Marketing Operation Region VI (Kalimantan). Average sales volume per gas station reaches 2.5 kiloliters per day. In addition, the difference in price offered leads to a positive public response to the fuel marketed by Pertalite RON 90 marked by the number of sales that have exceeded 2 million kiloliters. This difference is based on the value of more than current fuel, where the Pertalite RON 90 can change current consumer behavior and exhaust emissions become more friendly, the engine vibration is not too noisy and the vehicle is more powerful. Where the average user of the current vehicle is dominated by motorcycles and private vehicles. The current price gap and fuel quality gives people the choice of fuel use on motor vehicles of greater value to both users and the environment. Various environmental groups, as well as the media, carefully monitor the company's adherence to ecological principles, creating increased pressure and awareness in the business environment 16.

A model of consumer purchases and success criteria of green to cover the gap between the values of the green consumer and behavior will help consumers concentrate efforts in the purchase of environmentally friendly products More fundamentally, 'green' requires time and space in human life that are not available in the style life is getting busy and Its Implications for policy and proposed business 17. When individuals consider the adoption of sustainable lifestyles, they engage with an increasingly complex decision-making process. These everyday decisions on practical environmental or ethical solutions often result in trade-offs between conflicting issues and result in a ‘motivational and practical complexity of green consumption’ 18.

General environmental beliefs do influence norms on environmental actions and prices 19. Environmental attitudes and behavior of energy saving have a very strong relationship but the latter was not in any way affected by the policy or government subsidies. Environmental issues such as climate change in the global environment has become a critical social issues are increasingly apparent in everyday life 20. Green marketing is said to provide products or services that are environmentally friendly for consumers in general 7,21.

Based on the literature, environmental marketing claims can be classified into four categories: product-based; process-based; image-based; and environmental information 22. Marketers are incorporating the environment into many marketing activities, including: planning 23; product and package design 24,25; pricing 26, distribution 27, retailing 28; promotion 29; customer segmentation 16; strategic alliances 8; industrial marketing and even overall marketing strategy 30. Some reasons, such as targeting green consumers or matching the competition 25, might not necessarily mean marketers are concerned with their firms’ environmental behaviour and thus they may not actually be improving their environmental performance.

Studies have addressed the role of personal and social factors against green purchase behavior. Examination of the literature reveals that there are few studies on consumer buying behavior green 'in both developed and developing countries. Issues such as green brands, social norms, the influence of social groups, and trust the brand of green 31.

Effective campaign played a leading role in creating awareness in the minds of consumers, and they are ready to spend more money on green products 32. Awareness of the destruction of natural resources has raised the issue of environmental protection, which in turn has created an environmentally friendly consumption of so-called "green consumerism" 18. As the issue of environmental protection has received attention, environmental ethics have an impact on consumer activity 33. In particular, consumer demand has led to increased diversity of categories of green products, such as detergents, personal care products, and energy-saving electronics 27.

Since consumers pay more attention to the emergence of environmental protection activities and the impact of pollution, environment, consumers are becoming more popular in the world 34. As a result, consumers are more willing to buy green products that are not harmful to the environment 35. Because of the prevalence of environmentalism and the emergence of stringent environmental regulations, companies need to change their business models that can seize the opportunities of the green 36. Green marketing that has been developed to meet the needs of the green consumer is new territory in the field of marketing. Green marketing is a process that encompasses all marketing activities were developed to trigger and sustain the environmental attitudes and consumers behavior 37.

The energy needs of the transport sector in Indonesia is almost entirely (99%) of fuel oil. This is understandable because the liquid fuel is stored and distributed so easy and convenient use. The use of natural gas transportation sector is very little because it is still confined to large cities that already have gas pipelines only.

3. Problem Statement

For ASEAN countries, fuel quality standards are an important issue to the environment where only in Singapore alone has the quality of fuel oil sold to meet the criteria of car engines with EURO 5 emission standards. In 2016, four ASEAN countries such as Thailand, Malaysia, Philippines, and Vietnam have used fuel for Euro 4 standard vehicles. Malaysia and Vietnam have been marketing, fuel for EURO 4 standard vehicles since early 2014. Since 2009 Thailand has been using Euro 3 vehicle emission standards and since 2012 has even used the EURO 4 standard 38. Admittedly, Indonesia is still lagging behind in the application of better emission standards. From this side, the fuel sold in this country can be regarded as the worst in the ASEAN region. Even since 2009, gasoline emissions standards in Indonesia only reached Euro 2.

It is important for marketers to identify market segments where consumers pay more attention to the environment and are more willing to buy green products even at higher prices 39. The core idea of green behavior is creating awareness among consumers on environmental issues 40. Consumer awareness of environmental issues introduced by the government brings high demand for green products16. It is important to have awareness before buying green products. However, prices are not the main obstacle when considering green products, 34 percent of consumers are unaware of green products, but the biggest barrier is a lack of consumer awareness of green products 5. Consumers worldwide identify five barriers to green buying; lack of awareness, negative perceptions, distrust, high prices, and low availability 41. Much research has been done locally and abroad, with respect to green but limited environments showing awareness of the choice of green products.

In the green marketing, the main challenge is to understand consumer's behavior regarding green purchasing behavior 2. The reason when consumer made a purchase, their conscious mind pays attention on the familiar item, but they actually did not know why they spend. Therefore, for decades, most of the times the organizations have depend on conventional self-report surveys, experiments and focus groups to measure the wants, needs and attitudes of customers 42. Undeniably, this method has produced good results and helps the organizations to plan strategic marketing planning. However, this traditional method only identifies the conscious awareness of the consumers. Yet, the subconscious mind of the consumers plays an important role. 95% of consumers' awareness occurs in the subconscious mind, therefore these reveal that what consumers actually believe or think, contradicts on what they say when asked directly 43. Suggests there are many internal and external factors that affect behavior and the reasons behind consumer choices 44. Limited researchers measure the subconscious area to marketing stimulations 45.

In this study is important to know the factors that play a key role in the decision to buy. Identifies two types of consumer behavior factors to the concept 32 of purchasing green products, especially in Indonesia who buy fuel products Pertalite RON 90. These factors consist of individual factors and contextual factors. Individual factors that local environmental awareness, involvement of the local environment, and knowledge of the environment. On the other hand, the contextual factors that exposure to media messages on the environment, the influence of parental and peer influence.

4. Literature Review

There are three types of responses that are responsible for the formation of attitudes consisting of cognitive, affective and behavioral categories. The society's thinking about the object of attitude is considered as a cognitive category or cognitive response. Affective categories relate to people's emotions and feelings toward attitude products. The categories of behavior relate to the actions of society towards a product 46.

Cognitive responses are thoughts or ideas, which are often termed as beliefs. Beliefs are shaped by positive and negative attributes towards an attitude object. On the other hand, affective responses are the emotions or feelings that might be in form of favorable and unfavorable to the attitude object, and behavioral response is the strong evaluations either in positive way or negative way. These types of responses are regarded as intentions to an attitude object. Positive evaluation about an object creates positive intentions and negative evaluation about an object creates negative intention 46.

Consumer buying intentions depend on two levels of product category engagement 47. One is the high level of product involvement and the other is the low level of involvement. High product engagement requires a higher level of information appeal and a lower level of product engagement requires emotional appeal. The appeal of information meets the consumer's knowledge 47.

Reveal that the perceptions, consciousness, and emotions associated with the individual environment are positively related to environmental behavior 48. When a person is aware of an environmental problem, it is the first step for them to understand the various forms of environmentally sensitive behavior including green purchasing behavior. The correlation between awareness and attitudes has a positive impact on buying behavior. The community's positive feelings toward the final decision make its way in parallel 49. "Higher levels of social awareness and local community contribution, have a positive impact on consumer buying intentions"32. Thus, creating awareness of eco-friendly products has a great impact in creating knowledge and making a good attitude.

An attitude object is anything toward which one has an attitude 50. In the consumer-oriented definition of attitude, the word object should be interpreted broadly to include specific consumption or marketing- related concepts, such as product, product use, advertisement, service personnel, price, physical evidence, medium process or retailer, and others 51. On ABC's concept of affect (feelings), behavior (acting) and cognition (knowing) can be traced back to the Greek philosopher and is considered in some of the writings of the earliest social psychology 50,52. This model is in line with (Boulding's) 53 which states that an image comprises what one knows and thinks about an object (cognitive), how one feels about it (affective), and how one acts using this information (conative).

While50 assess the attitude is a summary of the evaluation of an object that has the cognitive, affective, and components of Conduct. A number of researchers have considered how the CAB components contribute to the shaping of behavior by a stimulus. This provides strong evidence that cognitive, affective, and behavioral components of attitudes are different. This does not mean that they are completely independent of each other.

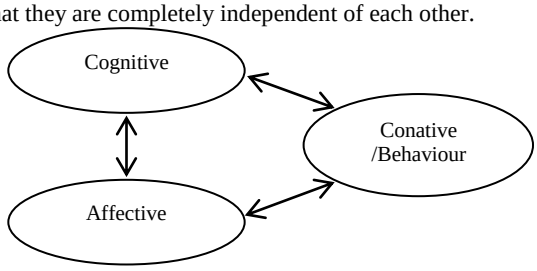


Figure 1: CAB The Tri-Component Attitude Model;

Affective, cognitive and behavioral forecasting models exist in the literature as standalone models 52. Attitude forecasting model that encompasses all three components has yet to be developed since 52. The desire to understand consumer attitudes and their relation to consumer buying behavior that affects the process of selection of a product. Included in the process of cognitive and affective [50,52].

5. Conclusion

Purchasing decisions become the complex problem, due to involve a lot of perspective, which is derived from Cognitive, affective and behavior that ultimately will determine the attitude of actively buying and consuming products known environmentally friendly. It comes indicated in the cognitive, affective and consumer behavior towards green product innovative both in product performance and environmental guarantees.

The findings are expected to provide an insight on whether the CAB of attitude theory, a popular theory in the consumer behaviour's literature is useful and applicable in explaining why consumers, particularly the Indonesian petrol consumers buy green innovative product (that is represented by Pertalite RON 90) and whether demographic variables play a moderating role in this behavior. From the findings, researchers and practitioners will be able to comprehend the importance of the cognitive, affective and conative components of the theory on consumers' behavior and apply them accordingly.

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