The Use of Eco-Friendly Products in Indonesia: A Survey on Consumer Motivation

Nabiel Elhakim Al Ahmad Bit[1]*, Mona Chaterina[2], Christian Haposan Pangaribuan[3]

[1*,2,3]*Management Study Program, Faculty of Business, Sampoerna University, Jakarta*

ABSTRACT

The use of products tagged as environmentally friendly is now on the rise in Indonesia. However, while the increasing sales of environmentally friendly products happen, public awareness of environmental sustainability has yet to improve. This paper aims to determine the factors that influence the rise of a trend, namely the use of environmentally friendly products, which has recently been rife in Indonesia. Thus, this study begins the investigation by distributing a questionnaire that uses quantitative methods and a Likert scale in data collection, with results coming from 63 Indonesian from various backgrounds. From the data, we found that of the three variables (Environmental Awareness, Fear of Missing Out, and Affordability), only one variable, FOMO, significantly influences the buyers' motivation for eco-friendly products. Hence, FOMO should be considered an important aspect of marketing or campaign.

Keywords: Eco-Friendly Product, Sustainability, Consumer Behavior, Affordability, FOMO

ABSTRAK

[Penggunaan Produk Ramah Lingkungan di Indonesia: Survei Motivasi Konsumen]. Penggunaan produk berlabel ramah lingkungan kini sedang marak di Indonesia. Namun, di tengah meningkatnya penjualan produk ramah lingkungan, kesadaran masyarakat akan kelestarian lingkungan belum juga meningkat. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi munculnya suatu *trend* yaitu penggunaan produk ramah lingkungan yang akhir-akhir ini banyak terjadi di Indonesia. Maka dari itu, penelitian ini memulai penyelidikan dengan menyebarkan kuesioner yang menggunakan metode kuantitatif dan skala Likert dalam pengumpulan data, dengan hasil yang berasal dari 63 orang Indonesia dari berbagai latar belakang. Dari data tersebut, kami menemukan bahwa dari ketiga variabel (Kesadaran akan lingkungan, Fear of Missing Out, dan Keterjangkauan), hanya satu variabel, FOMO, yang secara signifikan mempengaruhi motivasi konsumen untuk membeli produk ramah lingkungan. Oleh karena itu, FOMO harus dianggap sebagai aspek penting dari pemasaran.

Kata Kunci: Produk Ramah Lingkungan, Keberlanjutan, Perilaku Konsumen, Keterjangkauan, FOMO

*Alamat korespondensi
Alamat Institusi: L'Avenue Building, Jl. Raya Pasar Minggu Kav. 16, Pancoran, Jakarta 12780
E-mail: nabiel.bit@my.sampoernauniversity.ac.id

INTRODUCTION

Humans are creatures that can be said to be entirely dependent on the products on the market. In fact, Transmart/Carrefour, one of the most famous market brands in Indonesia, had an over USD 1,000 in sales from all over Indonesia (Nurhayati, 2021). Within that fact, it shows that the dependence between humans and everyday products available in supermarkets exists. In the current market, many different types of daily necessities products exist. Some of these are thought to be more environmentally hazardous, while others are also seen to be more environmentally sustainable.

Before proceeding to further topics, it would be better to explain the notion of sustainability itself. According to Hauschild et al. (2020), sustainable products are those that benefit the environment, society, and economy while safeguarding human health and the environment over their entire lifecycles. In its market circulation, sustainability products are considered to have a relatively much higher price than ordinary products (Zhang & Zhou, 2019). However, the utilization of eco-friendly products has been more popular during the past few years, and the awareness or even the use of more environmentally friendly products in Indonesia increased from 2019 to 2020 by 112 percent (Handayani, 2021). Similar to the definition of "eco-friendly," the goal of implementing eco-friendly products is to reduce the negative environmental impact of products commonly used by humans in everyday life, including waste management. However, as mentioned in an article cited from dataindonesia.id, Indonesia produced approximately 29.14 million tons of waste in 2019 and 32.82 million tons in 2020 (Ivan, 2022). This fact indicates an inversely proportional trend with the first article, which is that the number of users of sustainable products increases by up to 112 percent. Given these facts, it is safe to mention that other determining factors are quite influential on the increasing trend in the use of sustainable products in Indonesia.

This discussion raises two critical questions: Does the increase in sustainable product sales in Indonesia come from raising environmental awareness among citizens? Are there any other factors that significantly affect the consumption of sustainable products among citizens, making the environmental awareness of citizens irrelevant in terms of their motive for buying eco-friendly products?

Prior study shows that price, environmental concern, and quality are crucial factors for buyers' motivation to buy eco-friendly product (Agyeman, 2014). People expect that they can buy eco-friendly products at a lower price or comparable prices with higher quality. Meanwhile, recent studies with similar topics indicate that buyers' intention to buy eco-friendly products is a FOMO (Fear of Missing Out) that occurs because of an ongoing trend in which environmental awareness is one of the increasing trends (Rozalinna & Lukman, 2022). Therefore, the aim of the research is to find out if the trend of eco-friendly products is the result of the increase in environmental awareness among Indonesian citizens or if this trend is a result of another factor, such as the accessibility of the product or the marketing of the company.

LITERATURE REVIEW

Environmental Awareness. Junaedi (2015) defines environmental awareness as how consumers perceive behavior that supports environmental sustainability as vital for themselves and society. The fundamental cause of environmental awareness is environmental ethics based on a value system that places humans as not part of nature but humans as conquerors and regulators of nature (Paramita et al., 2015). Mental concepts in environmental education about humans as conquerors of nature need to be changed into humans as part of nature (Grothe, 2017). According to Albayrak et al. (2013), environmental awareness is measured from three dimensions: egoistic concern, altruistic concern, and biospheric concern. Often a person individually feels uncomfortable,

and it is not easy to do an activity that supports the environment, such as feeling that recycling is essential for society in the long term. However, consumers still purchase goods with inorganic packaging due to the convenience and practicality (Bauer et al., 2021).

Fear of Missing Out (FOMO). Fear of Missing Out, popularly referred to as FoMO, defines a widespread fear that another person may have a non-existent valuable experience characterized by a desire to stay connected to what the other person is doing (Przybylski et al., 2013). The intense feeling of someone "missing out" has the power to influence a buying decision; a person may choose to buy a product that is better or more expensive than their friend's because they do not want to lose the possibility of having something better or lose the opportunity to "fit in" (Abel & Buff, 2016). In situations like this, people can change what they usually do or buy because of social pressure and fear of being ostracized (Yuen et al., 2020). According to a survey by JWTIntelligence (2012), people like to be "in the know," yet their lives are in overdrive with an excessive amount of reading, watching, and buying to the point where it is exhausting. This constant connection to information through social media can cause people to feel worse for not following what others say, do, and even buy (Abel & Buff, 2016).

Affordability. Affordability is a characteristic of a product or service that enables consumers to get it when they need it, use it to meet their performance requirements at the quality level they demand, and use it whenever they need it during the expected life of the product. Alternatively, services and get them reasonably within their budget for all the products or services needed (Redman, 2012).

Buyer's Motivation. Buyer motivation is a set of psychological factors behind a consumer's decision to make a particular purchase (Kler et al., 2022; Putra & Citroatmojo, 2021). According to Imancezar and Khasanah (2011), purchase motivation is divided into rational and emotional. Rational motivation is a purchase based on the facts shown by the product to consumers and is a product attribute that is functional and objective. For example, product quality, product price, availability of goods, and efficiency of use of these goods are acceptable. While emotional motivation in purchasing is related to feelings and pleasure captured by the five senses, for example, having a particular item can increase social status, the role of the brand makes the buyer show his economic status and is generally subjective and symbolic. Consumers concerned about environmental issues will buy environmentally friendly products (Kianpour et al., 2014). Most consumers have realized that their buying behavior directly impacts ecology, so they respond to this threatening situation by considering environmental concerns when shopping and by buying only ecologically compatible products (Bauer et al., 2021). Previous experimental evidence suggests that environmental concerns play an important role in consumer decision-making (Yue et al., 2020). In addition, other studies have examined a relationship between environmental concern (i.e., attitudes) and environmentally friendly behavior (Hameed & Waris, 2018).
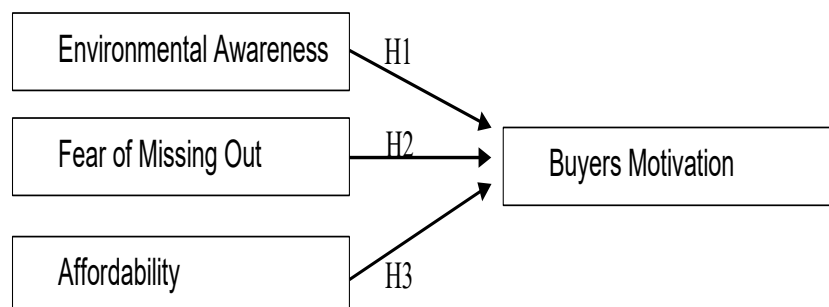

Figure 1. Framework Model

METHOD

Scale Measurement. The standards required for a questionnaire's distribution were developed, and the results of that process were questionnaires distributed to the target sampling. The distributed questionnaires addressed three significant concerns that wanted to be investigated with the participants to reach the appropriate conclusions. The three key aspects relating to this issue are close to the substance of the questionnaire that has been carried out: (1) Counting the number of participants who express concern about what those around them are doing. (2) Assessing participants' perceptions of the affordability of eco-friendly products. (3) Counting the number of participants who are concerned about current environmental problems. The framework model of the study can be seen in Figure 1.

Additionally, the participant's responses to the distributed questionnaires were measured using the Likert Scale. The Likert Scale is an approach for rating something on a scale of 5 to 7. The survey likewise used the same scale, with the numbers (1) denoting "Strong Disagreement," (2) indicating "Disagreement," (3) indicating "Indecision," (4) indicating "Agreement," and (5) denoting "Strong agreement." The survey items can be seen in Table 1.

Table 1. Questionnaire Items

Variables	Sources	Original Survey Items	Adapted Survey Items	Label
FOMO (Fear of Missing Out)	Przybylski et al. (2013)	I fear my friends have more rewarding experiences than me.	bothers me if I don't do the positive things my friends are doing.	FOMO 1
		Sometimes, I wonder if I spend too much time keeping up with what is going on	I tend to adapt my lifestyle based on who I hang out with.	FOMO 2
	Surya & Aulina (2020)	I get anxious when I don't know what my friends are up to	I feel uncomfortable if I don't know what activities my friends are currently doing.	FOMO 3
		I desire to always want to know the activities of others posted on social media	I became aware and concerned about the environment thanks to information from social media	FOMO 4
		I desire to always want to know the activities of others posted on social media	I feel uneasy if I can't access social media.	FOMO 5
Affordability	Thang & Tan, 2003	Desired products/services were not easily found	I think eco-friendly products are easier to find these days	AFF 1
			I really consider the price in choosing eco-friendly products.	AFF 2
		Consumers who are not willing to pay a price premium	In my experience, the price of eco-friendly products is more affordable.	AFF 3
		Produk dapat dicari mudah melalui sosial media	I can reach eco-friendly products whenever I want them.	AFF 4
Environmental Awareness	Cheung et al. (2015)	Humans must live in harmony with nature in order to survive	In my opinion, human harmony with nature is important for survival.	ENV 1
		I think environmental problems are very important.	In my opinion, environmental issues are issues that must be prioritized.	ENV 2
		I think environmental problems cannot be ignored.	In my opinion, environmental problems cannot be ignored.	ENV 3
		I think we should care about environmental problems.	In my opinion, everyone should care about the environment around them.	ENV 4
Buyers Motivation	Al-Swidi et al., 2004	If organic foods were available in the shops, I would buy them	If there is an eco-friendly product in the store, I will buy it.	INTEN 1
		I am willing to buy organic food in future	I will buy eco-friendly products in the future.	INTEN 2
		I would also recommend others to buy organic food	I will encourage people around me to buy eco-friendly products.	INTEN 3
		The probability I would buy organic foods is very high	I am more likely to buy eco-friendly products.	INTEN 4

RESULT AND DISCUSSION

In the questionnaires distributed (see Table 2), it can be concluded that slightly more female respondents filled in. A total of 49.2 percent were women, or equivalent to 31 participants, and 46 percent, or equivalent to 29 participants. Apart from that, the remaining 3 participants chose not to answer the question. In addition, the follow-up question is related to the respondent's age. It has been concluded that 69.8 percent, or the equivalent of 44 respondents, are between 18 to 22 years old. Meanwhile, the others are filled with respondents aged less than 18 years and more than 40 years. Following up with the question, as many as 47.6 percent or as many as 30 people have income below IDR 500,000 a month. While the second most was occupied by positions with income of IDR 2,499,999 - IDR 5,999,999 and IDR 500,000 - IDR 2,499,999 with the same number of 13 people in both categories. Additionally, followed up question, as many as more than half of the respondents, namely 56 percent or the equivalent of 35 people, are willing to spend IDR 0 - IDR 49,999 in purchasing eco-friendly products in a month. In addition, the respondents collected in the current questionnaires are mostly taking or have completed D3/D4/S1 equivalent education. Where as many as 82.5 percent or equivalent 52 respondents have or are currently pursuing an equivalent undergraduate education.

Table 2. Profile of the Respondents

Gender	Frequency	Percentage
Male	31	49.20
Female	29	46.00
Choose to not answer	3	4.80
Total	**63**	**100.00**
Age	**Frequency**	**Percentage**
Below 18 years old	5	7.90
18-22 years old	44	69.80
23-27 years old	4	6.30
28-33 years old	0	0.00
34-39 years old	1	1.60
More than 39 years old	9	14.30
	63	**100.00**
Income	**Frequency**	**Percentage**
Less than IDR 500.000	30	47.60
IDR 500.000 – IDR 2.499.999	13	20.60
IDR 2.500.000 – IDR 5.000.000	13	20.60
IDR 5.000.000 above	7	11.20
	63	**100.00**
Amount of Money to Spend for Eco-Friendly Product	**Frequency**	**Percentage**
Less than IDR 50,000	36	56.50
IDR 50,000 – IDR 249,999	18	29.00
IDR 250,000 – IDR 500,000	5	8.10
More than IDR 500,000	4	6.50
	63	**100.00**
Current Education Level	**Frequency**	**Percentage**
Elementary School	0	0.00
Middle School	0	0.00
High School	8	12.70
D3/D4/S1	52	82.50
S2	2	3.20
S3	0	0.00
No Formal Education	1	1.60
	63	**100.00**

Reliability and Validity Test. The reliability and validity of the study are tested using Cronbach's alpha, composite reliability test, and average variance extracted (AVE). Some items had to be removed to improve the reliability and validity of the study: AFFO1, AFFO2, ENVI1, FOMO2, and FOMO3. The result is shown in Table 2. Cronbach's alpha value that is above 0.5 is considered moderate reliability (Hinton et al., 2014). Since all the remaining items have a Cronbach's alpha value above 0.5, the study instrument is acceptable.

Table 3. Loadings, Reliability and Validity Measurement

Constructs	Items	Loadings	Alpha	CR	AVE
Affordability	AFFO3	0.8844	0.6448	0.8482	0.7366
	AFFO4	0.8313			
Environmental Awareness	ENVI2	0.7979	0.7726	0.8511	0.657
	ENVI3	0.8856			
	ENVI4	0.7417			
Fear of Missing Out (FOMO)	FOMO1	0.8703	0.5991	0.7421	0.4975
	FOMO4	0.615			
	FOMO5	0.5974			
Buyers Motivation	INTEN1	0.7532	0.8317	0.8877	0.6645
	INTEN2	0.8331			
	INTEN3	0.8473			
	INTEN4	0.8238			

Multicollinearity Test. A multicollinearity test can be carried out by looking at the VIF value of the items. Multicollinearity will exist among the predictors in the regression model if VIF is between 5 and 10; if VIF is greater than 10, the regression coefficients are only weakly calculated in the presence of multicollinearity (Shrestha, 2020). The final result in the table from all the items shows that the VIF value of each instrument is less than 5. Hence the study is free from the multicollinearity problem.

Table 4. Multicollinearity Test

Items	VIF
AFFO3	1.2927
AFFO4	1.2927
ENVI2	2.1726
ENVI3	1.3223
ENVI4	1.9925
FOMO1	1.0637
FOMO4	1.5529
FOMO5	1.5106
INTEN1	1.5791
INTEN2	2.273
INTEN3	2.3205
INTEN4	1.8671

R² Analysis. R square value is the proportion of how much the study can cover the variance of the dependent variable that can be explained by the independent variable. Based on the result, it can be interpreted that this study can cover 23.66 percent can be explained by the model. The result of the R^2 of this study shows a value higher than 0.1 (R^2 = 0.2366). For a social empirical study, an R^2 value higher than 0.1 is acceptable since the goal of the study is not to predict human behavior (Van Tonder & Petzer, 2018). Hence, this study's R^2 value is acceptable.

Table 5. R Square for Purchase Intention

Constructs	R²	R² Adjusted
Buyers Motivation	0.2366	0.1958

Hypothesis Testing. The table provides evidence that two of the three hypotheses are not supported. Only FOMO has a significant relationship and positively influences the purchase intention (H2). This result aligns with the previous studies that Rozalinna and Lukman conducted, mentioned in the literature review. Affordability has a positive but insignificant influence on purchase intention (H3), thus not supporting the H3. These findings contradict the previous study that Khuzaimah et al. (2020) conducted, where affordability is the most significant factor influencing purchase intention. Environmental awareness also positively affects but is insignificant towards purchase intention (H1), which means the H1 is rejected. This result aligns with the studies in 2020, where environmental awareness has a positive but not significant relationship with purchase intention towards environmentally friendly products (Prayoga et al., 2020).

Table 6. Path Results

	Beta	t	P
Affordability → Buyers Motivation	0.2051	1.7579	0.0794
Environmental Awareness → Buyers Motivation	0.2051	1.7653	0.0781
FOMO → Buyers Motivation	0.3588	2.4946	0.0129

CONCLUSION

This study's purpose is to determine which factor affects the buyer's motivation to buy eco-friendly products. The result of the study indicates that the buyer's motivation towards eco-friendly products is only affected positively by FOMO. While in comparison, Affordability and Environmental Awareness have a positive but insignificant influence on the buyer's motivation.

Managerial Implications. From the result, some managerial implications can be drawn and utilized. First, companies should pay more attention to the online marketing of their eco-friendly products, mainly social media marketing since FOMO is directly related to social media trends. Utilizing FOMO can increase the efficiency of marketing, thus increasing sales. Also, companies should be bold in raising their product price for the sake of the environmental aspect of the product since people may overlook the cost of the product to a certain degree. Of course, companies also need to mention their effort for the price justification. Next, government and environmental activists should keep maintaining the environmental awareness trends in social media by using massive green campaigns since FOMO is one of the effective ways to increase the usage of environmentally friendly among citizens. However, government and activists may need to evaluate their approach to the campaign of environmental awareness again since the increase in environmentally friendly product usage is not a result of the rise in environmental awareness but another factor such as FOMO instead.

Limitation and Future Research. Apart from the results and discussion described, this research certainly has some drawbacks or limitations, which make the results of the discussion and various kinds of tests that have been carried out not absolute. In carrying out this research, the sample collected to participate in investigating the research has a low number of 62 samples. Therefore, this research is insufficient to represent Indonesia's population. In addition, the average age of the samples we collected was between 18-25 years old. That situation implies that the sample has not yet to be sufficiently representative to represent Indonesia's diverse groups and classes. However, of course, this can be an essential point of improvement in further research that will be carried out in the future. Furthermore, having a more exploratory spirit will also be very beneficial in continuing this research because the limited variables and methods implemented are very improvable.

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