

How does Implementation Drive Actual Buying Behavior of Organic Coffee?

Tinneke Hermina^{1,*}, Hanifah Fauziah¹

¹ Universitas Garut, Indonesia

* Corresponding author:

tinneke.hermina@uniga.ac.id

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Abstract

Environmental issues have become a global problem, making people more aware of environmentally friendly aspects of their daily lives. MSME coffee in Garut Regency is one of the subjects contributing to protecting environmental sustainability by promoting green marketing. However, the Indonesian people's views toward green products considered expensive are many factors that consumers choose non-green products. It means there is a gap between attitudes and behavior, which shows that consumers' positive attitudes towards products are not necessarily actualized in buying. The current research is aimed at analyzing the influence of the condition of the consumer's social environment on actual buying behavior through the implementation of coffee products among millennials in the Garut Regency. The results showed that the condition of the consumer's social environment influences actual buying behavior through implementation intention on coffee products among millennials in Garut Regency directly and indirectly.

Keywords

Environmental, Green Products, Buying Behavior, Garut Regency

1. Introduction

The contribution of industry to the development of the global economy has an important role, although the impact of this industrial development on the environment is not small (Putri, 2019). As in developing countries, public attention to environmental problems has increased

due to knowledge and awareness about environmental issues (Sumarwan, 2021). Environmental issues have now become a global problem, requiring people to be more aware of and integrate environmentally friendly aspects into their daily lives (Delloite, 2020).

The company's response to the increasing public awareness of the environment encourages companies to consider taking advantage of opportunities for environmental issues in their business activities. The MSME sector that contributes to protecting environmental sustainability to reduce environmental issues is the MSME Coffee sector (Harun et al., 2021; Jacob, 2021; Maulani, 2020; Queensland, 2020; Widyamurti, 2018). The contribution of MSME Coffee to preserving the environment is using coffee husks as compost (Falahuddin et al., 2016; Rofi, 2018), the use of coffee bean packaging with sacks for a capacity of > 50kg (Afriliana, 2018; Wahyurini et al., 2019), the use of paper packaging for ground coffee (Jacob, 2021; Prameka & Kurniawan, 2021; Widowati et al., 2019; Wahyurini et al., 2019; Widyamurti, 2018), the use of aluminum or paper straws in coffee drinks at a coffee shop (Adhitya, 2021; Santoso et al., 2021).

One of the sectors currently being socialized about green marketing is the MSME Coffee sector. The Garut Regency government chose the coffee industry sector as one of its targets because of an increase in coffee productivity in Garut Regency. The participation of Coffee MSMEs in environmental sustainability is a Garut Regency Plantation Office program in collaboration with the Garut Regency Cooperatives and UMKM Office to provide knowledge regarding the importance of running a business by paying attention to environmental aspects.

The Department of Cooperatives and MSMEs focuses on providing direction and always paying attention to the green marketing aspect. In this case, the Department of Cooperatives and SMEs of Garut Regency motivate SMEs to make changes little by little, such as utilizing waste skin from coffee beans to be used as compost or packaging coffee beans and ground coffee using environmentally friendly or biodegradable packaging. The Garut Regency government gives direction to use biodegradable packaging to improve the quality and quality of the coffee sold and the packaging can be easily decomposed if it is not used. Thus, it can reduce the negative impact of coffee packaging on environmental pollution (Laeq, 2021).

The movement of the government and MSMEs in applying the concept of green marketing in their business aims not only to protect the environment but also to follow the direction of products that will be needed by the community. Coffee SMEs in Garut Regency are trying to apply the concept of green marketing from the packaging aspect they use. Ajzen (2020), in the Theory Planned of Behavior, explained that a person's intention is influenced by attitudes, subjective norms, and behavioral control. Meanwhile, according to the results of research from Carrington, Neville, & Whitwell (2010), a person's intentions or intentions are influenced by knowledge (Agustiningih & Yusiana, 2019; Octavia, 2022), morals (Arli & Tjiptono, 2017; Aziz, 2020; Liu et al., 2020; Atif, 2021; Rahab, 2017; Tarigan, et al., 2020), and relations (Blanken et al., 2015; Carrington et al., 2010; Meijers et al., 2018; Tiefenbeck et al., 2013).

Based on the research results from Octavia (2022), most Indonesian people are aware of the environment and intend to use green products. However, the view of the Indonesian people about green products that are considered expensive and the availability of products that are not too many are factors that consumers choose non-green products (Tarigan et al., 2020). In this case, people in developing countries such as Indonesia have not fully consistent green

consumption patterns over time (Anggraeni & Balqiah, 2021; Fajar et al., 2022; Fibrianto et al., 2021; Hutahaeen & Kurnia, 2021). That is, there is a gap between attitudes and behavior, which indicates that the positive attitude of consumers towards the product is not necessarily actualized in the act of purchase. Intention arises because of the motivational factors that influence behavior and is also an indicator of how hard a person wants to try to perform the behavior.

The inconsistency in consumption patterns of green products appears to occur in the Millennial Generation even though this generation, according to research by Wandari & Darma (2021), knows about environmental issues because they have received education from an early age when in school about environmental issues. Inconsistency also occurs in the millennial generation in Kab. Arrowroot. From the results of this mini-survey, it appears that there are two groups of consumers, namely consumers who have the desire to buy green products and some who have not. Even though the people of Kab. Garut experienced a flash flood in 2016, one of the reasons for the non-degradation of plastic waste clogs waterways. However, based on the mini-survey, it appears that there is an intention from the Millennial Generation to purchase coffee with biodegradable packaging. However, there is still a gap in actualizing the purchase, namely 63% or 28 respondents are interested in buying organic coffee, but 37% of respondents who have The purchase intention of the green product still choose to buy non-green products.

2. Situational Context

The intention-behavior gap is not solely determined by the ethical evaluation process of ethically minded consumers. These consumers face an environment outside their minds that really affects current behavior (Andorfer & Liebe, 2013). In explaining purchase intention to purchase behavior, ethically minded (pro-environment), consumers will interact with the physical and social environment. When transitioning from intention to actual buying behavior, the consumer is meant to be in a physical and social environment, a shopping environment that encourages intention to be actualized with product purchases (Carrington et al., 2014). Belk suggests that such a situational context can be an obstacle or an opportunity to fulfill purchase intentions (Simpson & Radford, 2014). There are two types of environmental stimuli: situations and objects. A situation refers to a point in time and space. Objects refer to specific product characteristics, such as packaging or price. Simpson & Radford (2014) suggest five situational context factors:

1. The physical environment is the physical features of the marketing environment that are easily identifiable, such as product placement and visibility, the proximity of competing products, and accessibility of price comparisons;
2. The social environment is a consideration of the presence or absence of other people, their roles, and the interpersonal interactions that occur;
3. Temporal perspective, namely all aspects related to the timing of the situation, such as time, time limit, and time since last purchase;
4. The task definition is the individual's goal in the situation. For example, consider whether someone intends to vote, purchase, or collect information about purchases. In addition, the task can consider whether the buyer is also an end user;

5. Preliminary states are temporary states that the individual brings (preceding) into the situation and include temporary moods (such as anxiety, hostility, stimulation) and temporary inhibitions (such as cash, fatigue, and illness).

Simpson & Radford (2014) state that the measurement and observation of situational factors have two dimensions: psychological and objective. Psychological measurement of situational context considers how individuals perceive these situational factors. This approach is most preferred in the literature because of the ease of measurement with the questionnaire method. However, many situational factors are not aware of the existence of individuals, but they influence consumer behavior.

Liu et al. (2020) show that reality attributes have a smaller influence on behavior than subconscious attributes. Objective measures refer to features of the situational environment that precede individual interpretation to capture these unconscious situational factors; examples of subconscious factors include the presence of other buyers. In subsequent research, Lee (2014) and Wang & Wanberg (2017) also measured endogenous and exogenous emotional experiences arising from the situational environment.

In this study, to measure the situational context (Carrington et al., 2014) used two dimensions, namely:

1. Social context. Social context includes subjective norms and acts on what other people think. These people can be family, friends, or consumers' colleagues, influencing what consumers buy. So it can be concluded that the indicator in the social context is the consumer's closest social environment.
2. Shopping context. Shopping context refers to the environment around consumers when they are going to shop. The indicator of this dimension is the environment when consumers shop.

3. Implementation Intentions

The aspect that influences buying interest in the Carrington model is the interest in implementation (Ajzen, 2020). There is a difference between the interest in implementing and the interest only. According to Carrington et al. (2010), the interest in implementing indicates the plans that consumers have to do something more concrete and stronger than interest alone. Implementation intentions are more likely to occur because they are planned (Grimmer & Miles, 2017). Interest in implementing is all about planning to do something in a given situation, which increases the likelihood of something happening (Guertin & Pelletier, 2021).

Intention implementation is a self-regulating tool that helps to successfully achieve one's goal intentions (Gollwitzer, Bieleke, & Sheeran, 2016). However, according to Holzwarth (2018), implementation interest usually follows, "If situation A occurs, then I will do behavior X." That is, implementation intentions require behavior triggers. For example: "If there is a ladder, then I will take it." Seeing the stairs is a trigger to climb them. Whereas goal intent focuses on a desired future behavior or outcome ("I intend to achieve outcome O" or "I will perform behavior B"), implementation intent defines a critical situation. It relates it to a goal-directed response in an if-then state.

Situational context can positively or negatively affect the applied interest (Taufique & Vaitanganhan, 2018). The dimensions used to measure implementation interest according to (Carrington et al., 2010; Guertin & Pelletier, 2021) are:

1. Strength of interest (intention strength) is defined as the extent to which the consumer's interest in consuming the product. The indicators used include spontaneity.
2. Strength of interest in implementing (implementation intentions strength) is defined as the extent to which interest in actually implemented. The indicators used include finding product information and product availability.
3. The existence and completeness of the intention to implement (existence and completeness of implementation intentions) are defined as the completeness of a person in compiling an interest. The indicators used include a series of plans that are owned.

4. Actual Buying Behavior

According to Ajzen (2020), behavior is considered a response made by someone to achieve a goal. In consumption patterns, the response shown through the determination of product purchases is referred to as actual buying behavior. According to Kotler & Keller (2021), this is a form of permanent use made by someone on an item. Actual buying behavior made by consumers can occur because consumers have perfect information so that consumers can evaluate the product that will be chosen. Consumers will reason when making actual purchases.

So that purchasing behavior can be actualized, consumers usually go through several phases, namely, recognizing the problem, seeking information about the product, making considerations or evaluations based on the information obtained, determining the purchase, and doing something after the purchase is carried out. The dimensions of actual buying behavior, according to Kotler & Keller (2021), through the consumer evaluation dimension form preferences among the types of products in their choice and may also form intentions to buy environmentally friendly products. Thus, the indicators used are the level of confidence that environmentally friendly products are under current needs and confidence in environmentally friendly products.

5. The Influence of Situational Context on Actual Purchase Behavior Through Implementation Interest

The intention-behavior gap is not solely determined by the ethical evaluation process of ethically minded consumers. These consumers face an environment outside their minds that really affects current behavior (Andorfer & Liebe, 2013). In explaining purchase intention to purchase behavior, ethically minded (pro-environment), consumers will interact with the physical and social environment.

When they transition from intention to actual purchase behavior, consumers enter the physical and social environment, the shopping environment (Carrington et al., 2014). Belk suggests that such a situational context can be an obstacle or an opportunity to fulfill purchase intentions (Simpson & Radford, 2014). There are two types of environmental stimuli: situations and objects. A situation refers to a point in time and space. Objects refer to certain characteristics of the product, such as packaging or price.

This situational context refers to the social context and the shopping context. When a consumer sees that their social environment is doing ethical consumption or buying environmentally friendly goods, they will have an interest in doing the same. That is, consumers will be affected by the situation around them at that time. Likewise, when a consumer comes to a store that sells environmentally friendly products, it will further strengthen him or her to be interested in implementing ethical consumption patterns (Carrington et al., 2014). The stronger the social environment of consumers in consuming environmentally friendly products, the higher their interest in implementing them to purchase environmentally friendly products (Doksaeter & Nordman, 2019).

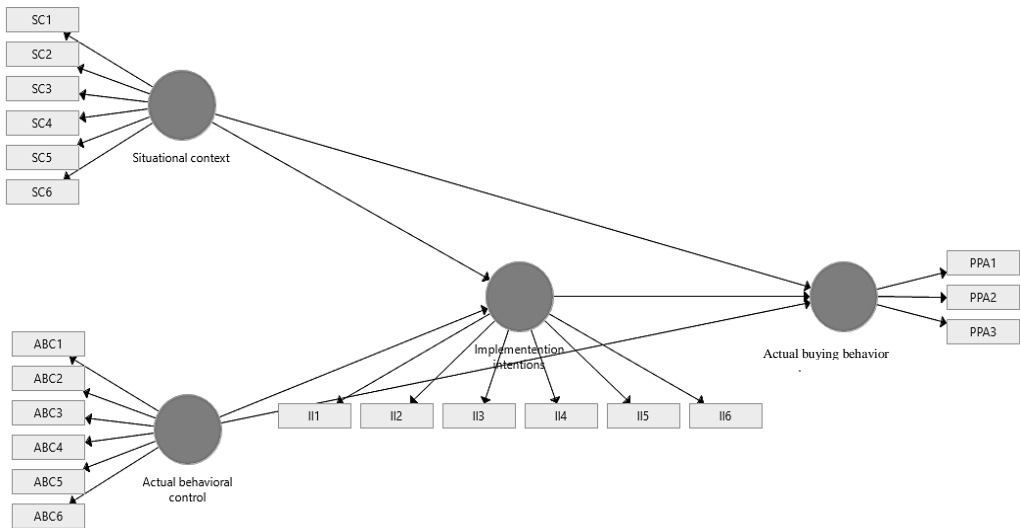


Figure 1. Research framework

6. The Influence of Situational Context on Actual Purchase Behavior Through Implementation Interest

The hypothesis proposed in this study can be accepted or rejected. Bootstrapping is indicated by referring to the path coefficient and analyzing the t-statistics of 1.96.

Table 1. Direct effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STIDEV)	T-Statistics (O/STIDEV)	P-Values
ABC → II	0,676	0,666	0,120	5,618	0,000
ABC → PPA	0,624	0,268	0,121	2,218	0,030
II → PPA	0,902	0,908	0,077	11,712	0,000
SC → II	0,237	0,250	0,124	1,966	0,040
SC → PPA	0,304	0,301	0,085	3,578	0,000

The results of testing the second hypothesis, which indicates a t-statistics value of 5.618 > 1.96 and a p-value of 0.000 < 0.05, then H0 is rejected, or H2 is accepted from the six indicators,

it can be stated that actual behavioral control affects implementation intention. The nature of the relationship between the two variables shows a positive relationship because it can be seen from the original sample (O) of 0.676 with a positive value.

The results of hypothesis testing show that the situational context affects actual buying behavior through implementation interest. The relationship that occurs in the hypothesis is positive. It shows that a person's behavior is supported by the external environment or external factors. According to Andorfer & Liebe (2013), ethical consumer behavior is also determined by the environment outside the consumer's thinking in explaining or providing an overview of ethical behavior.

Table 2. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics	P-Value
ABC → II → PPA	0,610	0,604	0,115	5,314	0,000
SC → II → PPA	0,213	0,228	0,116	1,985	0,041

The results of the situational context hypothesis test in this study show an opportunity to actualize the interest in implementation that has been formed. Because according to Carrington et al. (2014) the transition of interest into actual behavior is influenced by the social context and shopping context as a dimension of the situational context. Belk suggests that such a situational context can be an obstacle or an opportunity to fulfill purchase intentions (Simpson & Radford, 2014).

Because of the interaction process in a social context to exchange ideas about environmentally friendly coffee. Because the situational context in this study refers to the social context and the shopping context, consumers are affected by the situation around them. When a consumer sees that their social environment is doing ethical consumption or buying environmentally friendly coffee, they will be interested in doing the same. If it is associated with the cluster analysis results, the consumer characters depicted in this hypothesis are consumers classified as vocal green consumers.

The stronger the social environment of consumers in consuming environmentally friendly products, the higher their interest in implementing them to purchase environmentally friendly products (Doksaeter & Nordman, 2019). Likewise, when a consumer comes to an environmentally friendly coffee seller, it will strengthen him/herself to implement their interests. It is under the results of research from Carrington et al. (2014), which shows that the situational context affects the implementation interest and its impact on actual buying behavior.

7. Conclusion and Recommendation

This study's conclusion describes respondents' responses to the situational context variables, actual behavioral control, implementation intention, and actual buying behavior. The situational context describes the consumer's social environment condition that can encourage respondents to change their consumption patterns in a better direction. Because when respondents pay attention to consumption patterns, they will influence the surrounding environment little by

little. Actual behavioral control that most of the respondents in this study can control themselves to continue to strive for ethical consumption. Because respondents have very good control over starting to consume environmentally friendly coffee as well as a very strong belief from most of the respondents to consume coffee to reduce environmental problems, implementation intention illustrates that respondents in this study have plans to consume environmentally friendly coffee, but it begins with looking for product information and product existence. The actual buying behavior illustrates the opinion of respondents that this environmentally friendly coffee or organic coffee already has its style for consumers and can minimize environmental issues. The results of hypothesis testing show a positive influence between the situational context and actual buying behavior through implementation intention on coffee products among millennials in Garut Regency directly and indirectly.

Therefore, coffee SMEs must continue to maintain and develop organic coffee production. Such as providing an environmentally friendly logo on packaging, increasing production quantity, collaborating with gift shops or supermarkets to market their products closer to consumers, and providing information about environmentally friendly coffee through promotional media so that the public or potential consumers know about it.

In addition, the government of Garut Regency. It is advisable to maintain and develop environmentally friendly programs for coffee MSMEs and other MSMEs by appealing to or socializing with MSME actors about how important it is to protect the environment through their business activities. In addition, the government should educate the public about environmentally friendly coffee by providing education through social media from the Plantation Service or the Cooperatives and MSMEs Office about environmental awareness through coffee consumption patterns.

Finally, it is recommended for further researchers to use moderating variables to determine whether there is a strong or weak relationship in encouraging actual buying behavior. Furthermore, using a mixed method research method to obtain better research results.

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