
Green Loyalty as a Function of Consumer Behavior

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Abstract:

Purpose: One indication of marketing success is marked by changes in consumer behavior. This research proposes structures to further explore whether altruistic and biospheric behaviour as a form of value orientation (values orientation) can affect green functional benefit and green satisfaction to form green loyalty.

Design/Methodology/Approach: The questionnaire has been distributed to a sample of 300 respondents, who form part of the green user population brand. The data processing method used was SEM (Structural Equation Modeling).

Findings: The results show that altruistic and biospheric behavior have an effect on green functional benefit to green satisfaction and has an effect on green loyalty.

Practical Implications/Originality/Value: Through a good understanding of values orientation owned by consumers, this research would provide input to academics and marketing practitioners regarding the right green marketing and marketing communication strategy, thereby strengthening the relationship of green functional benefit and green satisfaction in order to improve green loyalty.

Keywords: Altruistic, biospheric, values orientation, green functional benefit, green satisfaction and green loyalty.

JEL Codes:

Article type: Research study.

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1. Introduction

Today, environmental issues have become a global concern, not just in developed countries but also in developing countries (Khan and Mohsin, 2017). This is primarily driven by the greenhouse effect, emission gases, and climate change and their impact which is increasing day by day (UNEP, 2016). Ultimately, these environmental problems give rise to problematic conditions (Nguyen *et al.*, 2016). This is because economic and environmental growth are closely related to each other (Tan *et al.*, 2016) where the environment provides natural resources as well as it is immersed in emissions and waste (Nguyen, *et al.*, 2016). The decline of environmental quality in turn will affect the economic growth and well-being of society (Peattie, 2010). It therefore requires a comprehensive design and implementation of government rules that bind all elements of society (OECD, 2016).

However, a wide range of characteristic differences of the consumer make the behavioral changes to become more green not that easy (Tan *et al.*, 2016). The green growth behavior in society requires a change in the psychological characteristics in society (Papista and Krystalis, 2012). Increased environmental awareness, changes in environmental knowledge, and differences in value orientation are an important component that shapes it (Leonidou *et al.*, 2016). Human consciousness on these various environmental issues and various environmental problems have touched one's value orientation and create a new paradigm towards the universe (Werff and Steg, 2016). This makes people re-examine their consumption behavior and become more environmentally conscious (Nguyen *et al.*, 2016).

This phenomenon is in line with the opinion put forward by Stern (2000) in the early development of the relation of values orientation and environmental awareness (Stern, 2000). In addition to the phenomenon of environmental issues and increasing knowledge, this change in viewpoint is driven by intrinsic human factors, resulting in a shift in human values. Human values can change the mindset and attitude of human beings in looking at a particular event or certain objects and take them as the basis for decision making (Schwarz, 1992). Therefore, values become an important motivation in one's life (Steg and Nordlund, 2012). More specifically, they argue that the value orientation of a person becomes an important motivation in making decisions in one's life, as well as, a guide for their life purpose, including consumer decisions (Steg and Nordlund, 2012).

Value orientation is an important parameter that can strengthen or weaken behavior (Lee *et al.*, 2014). The term values means the intrinsic factor that exists within individuals that is their motivation and guides their life purpose (Solomon, 2013). While Schwarz (1992), through his VBN theory declared values as an important goal which become the principle guide to direct the life of a person. Through values, one can analysis the factors that underlie one's environmentally friendly behavior, using goal framing theory (Steg and Nordlund, 2012). The essential structure underlying one's values is the self - transcendence and self-enhancement which will

direct one's life goals, where individuals with self-enhancement characteristic will lead to a hedonic and goal attainment, while individuals with self-transcendence will be further encouraged by normative goals (Werf and Steg, 2016).

There are three important value orientations in a person consisting of egoistic, altruistic, and biosphere (Stern, 2000). The main thing that has led to these shifts is a new outlook on the environmental issues and their environmental responsibility. In other words, humans are experiencing a new environmental paradigm (Steg and Nordlund, 2012). The orientation values that have a strong influence in the formation of eco-friendly behavior are the biosphere ones (De Groot and Steg, 2007). Biospheric is a fundamental belief that reflects the cognition of the biosphere (Stern, 2000). Biospheric is also a view that emphasizes the quality of nature as well as the benefits for the environment (De Groot and Steg, , 2007). Individuals with biospheric intrinsic values will show eco-friendly behaviors included in consumption (Nguyen *et al.*, 2016).

The emergence of environmental awareness due to the influence of intrinsic value in viewing environmental issues encourages humans to seek new characteristics in a product (Paul *et al.*, 2016). So now consumers are motivated to contribute towards environmental protection (Moser, 2016). A product is valued not only for its benefits in themselves but also for effect on the natural environment (Hartmann and Ibanez, 2007). This pushes the demands on the business world to make any creation, not only functionally and emotionally valuable, but also to fulfill people's desire to protect nature.

Survey results by Nielsen (2015), show that consumers, especially Y and Z generations, show their environmental responsibility and want brands that share the same responsibility. There is an increase in global respondents willing to pay more for environmentally friendly products. These increased from 50% in 2013, to 55% in 2014, to 66% by 2015. Approximately 50% of them are driven by sustainability factors including, the product is environmentally friendly (69%), because the company is known to be environmentally friendly (58%) and the company is known to have social value commitment (56%).

This situation requires a new marketing strategy to innovate and to create green brand, with high benefits on the one hand and more environmentally friendly on the other (Akehurst *et al.*, 2012). The benefits of a green brand links with environmental responsibilities, ethical and social issues which are delivered to the consumer, so they judge the brand they buy as a green brand value (Lin *et al.*, 2017).

1.1 Research Problems

Though there is a lot of literature that discusses the green consumer, the excitement of greenness growth is still far from expectations (Yadav, 2016). This is due to the occurrence of different phenomena everywhere. Consumers who are expected to be

the determinants of the world green growth do not fully implement environmentally friendly behavior (Goh and Balaji, 2016).

Several studies have led to the conclusion that consumer awareness and positive attitudes have increased in recent years (Nielsen Survey Academy, 2015). A number of respondents said they prefer to buy from companies that are committed to social and environment change, but behind that, there is a reverse condition in terms of purchasing green products. There has been a decline for the average number of purchases of green products in recent years (National Geographic, 2016). Even the conclusions drawn from surveys in 18 countries (Greendex, 2014) show that environmental awareness rises are not linear with the significant changes in behavior (Goh and Balaji, 2016). Some of the things consumers need to behave according to their consciousness, are ease of getting eco-friendly products, transparent information, and influences so that they can translate their personal values and concerns into eco-friendly behavior (Greendex, 2014)

This condition is in line with previous research which concludes that although there is a growing concern for the environment, consumers do not regularly buy as expected (Cassidy and Wymer, 2016). In other words, their green actual commitment does not occur as predicted through their environmental awareness. The phenomenon is like a question without an answer, in which consumers are showing awareness and positive attitudes towards the environment however their buying behavior (loyalty) does not show commitment (Tan *et al.*, 2016). Various previous studies have been done to understand the green behavior on consumers, but this only happened in developed countries (Paul *et al.*, 2016). As for developing nations, this is still limited (Khan and Mohsin, 2017). On the basis of this, the research in this case focused on consumer behavior in the context of developing countries, namely Indonesia.

The research on green behavior is more common in developed countries than in developing countries (Nguyen *et al.*, 2016). This research will focus on the green behavior phenomenon that occurs in developing countries with unique conditions, such as Indonesia.

1.2 Research Questions

Based on the above description, the research questions in this study are formulated as follows: (a) Do egoistic, altruistic, and biospheric characteristics in the consumer affect the green functional benefit of a person?; (b) Does green functional benefit affect green satisfaction?; (c) Does green satisfaction affect green loyalty?

1.3 Research Purposes

In particular, the research objectives to be achieved can be formulated as follows: (a) Examine the altruistic, and biospheric effects on green functional benefits; (b)

Examine the effect of green functional benefits on green satisfaction; (c) To test whether green satisfaction affects a person's green loyalty.

1.4 Contribution of Research

of the authors aim to increase the understanding of green consumer characteristics based on values orientation (Steg and Nordlund, 2012). They also aim to increase the understanding of the development of green consumer behavior in developing countries (Biswas and Roy, 2016), as well as the formation of loyalty as a key element to forming green growth of a country (UNEP, 2016).

2. Literature Review

2.1 Green Marketing

Green Marketing was first discussed in ecological marketing seminars by the AMA (American Marketing Association) in 1975, to analyze the impact of marketing on the environment, study the impact of losses and positive impacts on environmental pollution, energy consumption, and other sources of consumption as a result of marketing activities (Boztepe, 2012). In other words, Green Marketing is marketing or promoting products based on environmental performance and environmental awareness (Charter and Polonsky, 1999). Based on Kotler and Keller (2013), Green Marketing is a marketing process that brings the needs of consumers and businesses while serving and enhancing the ability of future generations to meet their future needs. This view is rooted in the impact of marketing to society and the environment.

2.2 The Theory of Value Belief Norm (VBN)

One of the important intrinsic factors in determining one's behavior is values (Solomon, 2013) and research on personal values or culture values has also been done, through different types of values. One theory widely used is Values - Belief-Normative theory (VBN). Schwarz (1992) defines values as: desirable and important goals, the principles that direct one's life. Values orientation as expressed by Stern (2000), consists of three types: egoistic, social-altruistic, and bio-spheric (Stern, 2000). The egoistic understanding is the value that reflects the point of focus on individual interests (Steg and Nordlund, 2012). The altruistic definition is the value that reflects the point of focus on the well-being of others (Stern, 2000), The biospheric definition is the values that reflect the focus point on natural and environmental interests (Stern, 2000).

What distinguishes between these three values is based on how one evaluates perceived costs and benefits to produce green behavior (Stern, 2000). In other words, values indicate what one is willing to sacrifice in the short term for long term benefits (Nordlund and Garvill, 2003).

This research is exploring two of value orientations, that is, altruistic and biospheric. The altruistic indicators are the balance of world peace, social justice, helping each other, loving and other concerns (Follows and Jobber, 2000, Stern, 2000). Indicators of biospheric are namely, preventing pollution, respecting the earth, uniting with nature, protecting nature, environmental concern (De Groot and Steg, 2007; Stern, 2000).

2.3 Green Functional Benefit

Functional benefit is functional utility which consists of a set of product attributes for consumers (Aaker, 1997). While the definition of green functional benefit according to Sheth *et al.* (1991), Hartmann and Ibanez (2007) and Lee *et al.* (2014) is consumer perception on brand ability in functionally fulfilling environmental performance (environmental respect and effort to reduce environmental damage), utilitarian, or physical. Functional benefits have a major impact on consumer perceptions and strengthen the relative position with competitors. Thus, functional brand benefit is related with the view that product - related attributes can provide satisfaction to the needs of consumers. Consumers will assume a brand has a high functional benefit only if the quality of the products give satisfaction and form a fairly subsequent behavior (Hartmann and Ibanez, 2007).

In a green brand context, consumers are looking for a functional benefit that differs from conventional brands, which are essential product attributes (Hartmann and Ibanez, 2007). Functional benefits reflect perceived utility of a brand that can meet functional environmental performance (Sheth *et al.*, 1991). On the green brand formation functional benefits are mainly emphasized on environmental-related advantages over conventional competing products, for example, in relation to production processes, product use, and product restrictions (Hartman and Ibanez, 2007). Another thing related to functional benefits is environmental concerns, sustainability expectations, and green needs (Chen and Chang, 2013). Indicators of functional benefit are: respect for the environment, prevention of global warming, prevention of pollution, well-made consistent quality, quality standards, consistent performance (Hartmann and Ibanez, 2007).

2.4 Green Satisfaction

Sheth *et al.* (1991) define satisfaction as the cognitive state of the consumer obtained for the sacrifice they pay. While Engel and Blackwood (1982) view satisfaction over an evaluation (cognitive) in which an alternative choice is based on the most important belief. Meanwhile, according to Kotler and Keller (2012), in general, satisfaction is someone's feeling of pleasure, from the result of comparing the product's perceived performance with expectations. If the result is below the expectation level, then what results is dissatisfaction, if it matches expectations, it means that consumers experience satisfaction. Whereas, if expectations are exceeded, consumers experience high satisfaction or delight (Kotler and Keller,

2013). The understandings of satisfaction to be studied in this research are: the level of pleasure in consuming green brands when there is a satisfaction of being environmentally desirable, and the indicators of satisfaction are: sustainable expectation and green requirement fulfilled (Chen and Chang, 2013).

2.5 Green Loyalty

In consumer behavior, loyalty is one form of actual commitment which is important, where loyalty is defined as a form of deep commitment in directing positive behavior toward future products, including encouraging repeat purchases despite switching cost situation (Oliver, 1999). Loyalty refers to repetitive buying behavior or repeated use of a product or brand in the long term (Kumar & Shah, 2004). Although loyalty is a form of behavior that is similar to attitude, it simply refers to the cognitive, affective, and conative as its forming elements (Kumar & Shah, 2004).

In a green brand context, loyalty can be generally interpreted as a green loyalty understanding in line with brand loyalty, where green brand loyalty can be defined as the dimension of behavior and attitude to the brand (Reinartz & Kumar, 2002). Green loyalty can be interpreted based on Chen and Chang, (2013), as the degree of repurchase intention that is driven by environmental motivation and sustainable commitment. Green consumers are considered loyal when they repeat purchases daily, and they also keep their tendency towards the green brand.

3. Conceptual Research

3.1 The Conceptual Model

In the proposed model the precursor is value orientation (values being altruistic and biospheric) that raises the cognitive response of someone which is a belief concept that creates a benefit (Zeithaml, 1988). Furthermore, an affirmative response that is influenced by cognitive response is satisfaction (Gao and Matilla, 2014), while the intended behavior is loyalty, in line with the previous research (Chen and Cheng, 2013). The first variable raised in this research is values orientation which is the main emphasis of the purpose of this topic, namely to determine whether there is an influence of the altruistic and biospheric variables against the intended behavior by mediating functional benefits which are included in the concept of belief, as well as the satisfaction included in the concept of someone's personal - norm of the overall model.

3.2 Values Orientation as Antecedent to Green Functional Benefit

The direct link between a person's values and behavior according to Goal Framing theory (Steg *et al.*, 2005) is a steady relationship, similar to VBN theory (Stern, 2000). In principle, a consumer is motivated to eco-friendly behavior because of

three goals namely; pleasure, saving money, or because they have to protect the environment (Steg and Nordlund, 2012). But in reality, there is often a clash between these three goals in people (Lindenberg and Steg, 2007). Each value that exists in the consumer has a different purpose that potentially strengthens or inhibits green behavior. Based on the theory of impact, there can happen an overlap impact between the three objectives in humans, that are egoism, altruism, and biospheric (Steg and Nordlund, 2012). But this research is exploring only two of them, and is done to see how far altruistic, and biospheric values can influence the onset of loyalty through function, satisfaction, and loyalty.

Based on the theory of goal framing and previous research, it is evident that Altruism and biosphere values have high sensitivity to the environment compared to egoism and hedonistic behaviour (Lee *et al.*, 2015). Research conducted by Werf and Steg (2016) found that the biospheric effect on one's intention and behavior on environmentally friendly energy leads to an environmental self-identity.

Biospheric behaviour is also evidenced as an orientation value that affects subjective norm variables and explains the process of one's intention to use green accommodation (Choi *et al.*, 2015). Correspondingly, Nguyen *et al.* (2016), who examined green behavior in the electronics industry in Vietnam, found that biospheric influences behavior, through attitude strengthening, subjective norms, and environmental identity, and a reduction in perceived inconvenience in green products. Values associated with biospheric behaviour also show a similar relationship among environmental goals and environmental concerns. Both show a strong influence to encourage consumers to make sustainable product choices (Yadav, 2016). Biospheric values are also evident through the Theory of Planned Behavior affecting intention behavior of consumers towards green hotels (Han, 2015). Environmental Effect concern also proved to affect one's belief on the green rank brand by a third party (Kwon *et al.*, 2016).

One's perceived environment is also proven to affect one's green behavior intention through attitude and subjective norms (Wu and Ai, 2014). Research on household and vehicle choices, shows that sustainability-oriented values affect the behavior of consumers in choosing environmentally friendly products. While the study by Lee *et al.*, (2014) showed that although altruism does not affect directly behavior, it has a direct effect on the PCE and one's surrounding awareness.

Different orientation values can have relevance in green behavior and elevate the agricultural context. Steg and Nordlund, (2012) found that both altruistic and biosphere behaviour has a positive effect on the NEP (New Environmental Paradigm) and affect the personal norm to be more environmentally friendly. Research on the influence of each different orientation was also proved by Werff and Steg, (2016) in the realm of smart energy system industry. It was found that both altruism and biosphere values had an effect on the formation of behavior

toward smart energy system. Based on the above discussion then this research would like to lift the proposition:

H1a: Altruism owned by a person positively affects perceived benefit and satisfaction toward the green brand.

H1b: Biospheric behaviour positively affects perceived benefit and satisfaction toward green brand.

3.3 Linkages of Green Functional Benefit and Green Satisfaction

Benefit is part of the customer perceived value which is described as an assessment of product utility based on perceptions that consumers receive (Zeithaml, 1988). While the other part, the cost or sacrifice, is the assessment of product utility of what is given (Hartman and Ibanez, 2007). In an exchange activity, one will maximize the benefits of a product, in order to gain greater overall value (Lee *et al.*, 2014), and vice versa to minimize perceived cost.

Previous research has shown that when anticipated benefits are high, the individual's chances for positive behavior are also high, and this shows a significant influence on satisfaction (Kotler and Keller, 2013; Han, 2015). Other studies have also revealed that consumers are receiving benefits that will make them more satisfied (Chen and Chang, 2013). Research by Lee *et al.* (2017) and Han (2017) affirms this, where they show that benefit positively affect satisfaction and consumer behavior. Chen and Chang (2013) also found a positive relationship between functional quality, green customer satisfaction, and green loyalty. Choi *et al.* (2015) state that environmental benefit is a benefit offered as an intrinsic attribute of a green product.

The demand for benefits directed by consumers' awareness of the environment makes for a variety of hospitality product positioning themselves as an environmental product by offering green attributes. Functional benefits based on the environment are studied affecting customer satisfaction and loyalty (Biswas and Roy, 2016). Functional benefits shown through green performance on the green building is also proven to affect green consumer behavior. Meanwhile the quality of performance green brand also showed a positive influence on the formation of green satisfaction (Chen and Chang, 2013). Therefore, this research proposes the below proposition:

H2: Functional benefit of the green brand positively affects the satisfaction that someone feels.

3.4 Linkages of Green Satisfaction and Green Loyalty

The relationship between satisfaction and loyalty has been widely measured by various research perspectives. Loyalty is measured as a form of intention behavior (Mason & Paggiaro, 2012). This is also measured in actual behavior, e.g. a return

visit in the context of a green hotel. Loyalty is also determined by the behavior of recommending it to others (Rahman and Reynold, 2016). Research on the relationship between satisfaction and loyalty was conducted by Hartmann and Ibanez (2007), where satisfaction has a positive influence on loyalty in the context of green brand energy. Loyalty is the result of the process of the consumer perception of environmental, functional, economic and social value (Hartmann and Ibanez, 2007).

Additionally, Choi *et al.* (2015) concluded that emotional attachment is influential in the formation of satisfaction which later forms behavior. Likewise, Mosquera and Imada (2013), show that the emotional benefit and satisfaction are the antecedent of behavior. This is in line with the conclusions of Gountas *et al.* (2007) who state that personal orientation, emotional state and satisfaction is a variable that shape behavior. Both studied the influence of satisfaction in shaping loyalty is represented by the re-purchase behavior. Therefore, the proposition that the next proposed is:

H3: A person's satisfaction on a green brand has a positive effect on green loyalty.

4. Research Methods

4.1 Research Design

The research is a conclusive research, because it used to examine specific hypothesis and to get to know the relationship of the variable (Hair, 2010). For this study to determine the effect of one or more exogenous variables on the endogenous variables, hypothesis testing with statistical tests is needed.

4.2 Definition and Operational Variables

A Research variable (Malhotra and Mc Cort, 2014), is an attribute of nature, or value of people, objects or activities that has certain variations set by the researchers to be studied and from which to draw conclusions. In this research, the variables are explained as follows: 1) Exogenous variables, are variables that affect other variables, but not influenced by the previous variables. The exogenous variables are altruism and biospheric; (2) Endogenous variables, are variables influenced or which are a result of exogenous variable. The endogenous variables in this research are green functional benefit, green satisfaction and green loyalty.

4.3 Population and Sample Research

According to Agung (2011), the population is a generalization region consisting of objects or subjects that have certain qualities and characteristics that are of interest to researchers. The population in this study are the consumer users of The Body Shop and Shell, as they represent the green brands that the majority of consumers are used to. Sampling conducted in this research is according to Malhotra and Mc

Cort, (2014), that is the non-probability technique of sampling, which does not give the opportunity or the same opportunity for each element or member of population to be chosen as a sample. The sampling method is done by purposive sampling, according to Malhotra and Mc Cort, (2014).

The appropriate sample size in the study is (5-10) times that of the parameter, based on Hair (2010). To make it easier for researchers to perform data analysis, researchers took a sample of 300 respondents. The sample in this study is taken by way of visiting and interviewing respondents who are considered suitable as a source of data that has bought/purchased green brand products at least 3 times in the last year.

4.4 Data Collection Technique

The methods of data collection conducted are through the distribution of questionnaires to consumers who have used green brand products. The questionnaire contains the statements about the identity of respondents and research variables, to find complete information of the issues discussed. The interval in the statements was between 1-7, with the anchor statement and choices varying between Strongly Disagree (SD) to Strongly Agree (SA).

4.5 Data Analysis Method

The data analysis method used in this research is SPSS and Component or Variance Based Structural Equation Model where in the data processing, the authors used the LISREL program (Smart-PLS) version 8,8 Lisrel. SPSS was used to get validity and reliability values, using Exploratory Factor Analysis (EFA) and Cronbach's Alpha coefficient. The Lisrel software was used to analyze the structural and measured model.

5. Results and Discussion

5.1 Analysis of Research Hypotheses

Relationship between altruism variable and green benefit variable: Based on data processing, it resulted that the estimate for direct effect of altruism to green benefit is 0,30 with a t -value 3,79. The result is bigger than 0.05 which leads to the conclusion that altruism has a positive effect to green functional benefit.

Relationship between the biospheric variable and green benefit: The result of data processing shows that there is an effect of biospheric to green functional benefit with an estimate of 0,31 and t-value 3,94, which is bigger than alpha 0.05. This leads to the conclusion that biospheric variable has an effect on green functional benefit.

Relationship between green functional benefit and green satisfaction variable: There is a direct effect of green functional benefit to green satisfaction with an estimate of 0,74 and t-value 12,72 which is bigger than alpha 0.05. This leads to the conclusion that green functional benefit has an effect on green satisfaction.

Relationship between green satisfaction variable and green loyalty: There is a direct effect of green satisfaction to green loyalty with an estimate of 0,58 and t-value is 9.65, which is bigger than alpha 0.05. This leads to the conclusion that green satisfaction has an effect on green loyalty.

6. Conclusion and Recommendation

6.1 Conclusion

This study is expected to explain the green consumer behavior related to the loyalty of a person based on the perspective of self-interest and values held (Henry and Dietz, 2012). One theory which is quite important for this study is VBN theory, which is the theory that builds relationships between norms, beliefs, values, and behavior in a chain. The variable antecedent that is raised in this study is values orientation, which is the main emphasis of this topic, thus, it will answer the purpose of research which is to determine whether there is an influence of altruism and biospheric against the intended behavior through functional benefits which belongs to the concept of belief as well as satisfaction.

There are some conclusion: (a) Altruism and biospheric values have a positive and significant effect on green benefit. Furthermore, it is proven that green benefit has a positive effect to green satisfaction; (b) From the research one can conclude that green loyalty is negatively and not significantly affected by green satisfaction.

6.2 Recommendations

The authors recommend that this research should be conducted in several areas of the city to avoid homogeneity and centralization on certain areas, to provide a more comprehensive discussion and increase validity and generalization. The research should be conducted with other variables related to satisfaction and behaviour, for example, attitude, intention, or purchase decision.

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