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Classification of Organic Coffee Consumers Based on Typology of Environmental Strategies with Cluster Analysis

Abstract

In recent years, there has been a growing interest in organic farming among the public, driven by the desire for healthy and environmentally-friendly consumption. Currently, the consumption of organic products has increased in almost all regions and has even spread to countries that were initially only producers and suppliers for Western countries. Indonesia is one of the countries that has recently shown interest in organic products. The aim of this research is to identify consumers of organic coffee products by conducting cluster analysis on a sample of 400 consumers. The results indicate that there are two classifications among the four groups of consumers, namely those belonging to the vocal green consumers, silent green consumers, vocal brown consumers, and silent brown consumers.

Kata kunci: *Cluster analysis, coffee's consumer, consumer behavior, green marketing*

1 Background

The role of industry in global economic development is very significant, even though its impact on the environment cannot be ignored (Putri, 2019). Environmental issues have now become an urgent global problem, encouraging people to be more aware of and integrate environmentally friendly aspects into their daily lives (Deloitte, 2020).

Since 2015, all world leaders have committed to addressing environmental issues through 17 agendas of Sustainable Development Goals (SDGs) with 169 related targets (Bappenas, 2020). Each agenda in the SDGs has goals and objectives that focus on humanity, because the foundations for these sustainable development goals are people, planet, prosperity, peace, and partnership. One of the agendas related to production and consumption patterns is the 12th agenda, namely responsible production and consumption, which highlights environmental problems which are increasingly evident from current consumption patterns.

In developing countries, public awareness of environmental issues is increasing due to increased knowledge about environmental issues (Sumarwan, 2021). The company's response to the increasing public attention to the environment has encouraged them to seek opportunities in environmental issues for their business activities. Market players start selling products or services that are safe for consumers and friendly to the environment. Manufacturers try to communicate environmentally friendly products to consumers to increase interest in and purchase these products by considering environmental aspects in the process of producing goods and services.

Not only large companies are involved in implementing green marketing, MSMEs (Medium, Small and Micro Enterprises) are also starting to implement green marketing strategies. One of the ways that MSMEs contribute to implementing green marketing is by using environmentally friendly packaging and business equipment, such as reducing the use of plastic straws in cafes, replacing plastic bags with biodegradable or food grade paper packaging for ground coffee or coffee beans (Adhitya, 2021; Marbun, Ainin, Emawati, & Nabila, 2021; Sam'ani, Widowati, Sartono, & Ayundya, 2019).

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One of the MSME sectors that contributes to maintaining environmental sustainability and reducing environmental issues is the MSME Coffee sector by producing organic coffee (Harun, Hamni, Ibrahim, & Burhanuddin, 2021; Jacob, 2021; Maulani, 2020; Queensland Government, 2020; Widyamurti, 2018). The diversity of coffee products is created along with the demand from the community. This is because coffee has become a very popular drink globally, including in Indonesia. In fact, by the end of 2021, Indonesia has managed to rank fifth in the world as the country with the largest consumption of coffee, reaching a total of around 5 million bags measuring 60 kilograms, according to data submitted by the International Coffee Organization (ICO). Not only that, based on the Statistics Indonesia report, domestic coffee production also showed a growth of 1.62% or around 774.6 thousand tons. This fact shows that the coffee industry continues to experience growth and has great potential to support the Indonesian economy.

In developing countries like Indonesia, environmentally friendly consumption patterns are not fully consistent from time to time (Anggraeni & Balqiah, 2021; Fajar, Kusnoputranto, Koestoer, & Gozan, 2022; Fibrianto, Muthifalyza, & Yuwono, 2021; Hutahaean & Kurnia, 2021). This means that there is a difference between attitude and behavior, which shows that even if consumers have a positive attitude towards eco-friendly products, they do not necessarily actually buy and use them. The intention to behave green arises because of motivational factors that influence behavior, and is also an indicator of how strong a person's desire to carry out the behavior is. The stronger the intention to behave environmentally friendly, the more likely the behavior will be carried out (Carrington et al., 2010).

Inconsistencies in organic coffee consumption patterns appear to occur in the Millennial Generation. Even though according to Wandari & Darma's research (2021), this generation has knowledge about environmental issues because they have received education from an early age at school about environmental issues. Inconsistency is also seen in the Millennial Generation in Garut Regency. Even though the people of Garut Regency experienced a flash flood natural disaster in 2016, one of the reasons for this was the blockage of the waterways by undecomposed plastic waste. The aim of this article is to analyze whether there is a strong and stable basis in Indonesia to buy organic coffee. So researchers will group consumers using Delmas & Burbano's (2011) typology regarding the performance of green or brown organizations that are vocal or silent. This typology is transmitted by de Jong, Huluba, & Beldad (2019) in consumer behavior. Vocal chocolate consumers have poor environmental performance, but communicate positively about their habits. Reticent chocolate consumers have no communication about their poor environmental behavior. Vocal green consumers have good environmental performance and communicate positively about this. Silent green consumers are those who have no communication about their good environmental choices. Thus, this is an update of this research, namely applying Delmas & Burbano's (2011) typology to group consumers whereas previously this typology was only used to group companies that care about organic products and environmental issues.

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2 Literature Review

2.1 Consumer Behavior

Consumer behavior includes searching, selecting, using, and evaluating a product (Schiffman & Kanuk, 2013). According to Kotler & Keller (2016), consumers take various actions to meet their needs and expectations, both in determining purchases and product usage. This encourages manufacturers to adjust the products offered to the expectations of potential users. In the context of green marketing implemented by companies, some people consider this step only as an effort to promote and introduce products through marketing activities that focus on environmental issues

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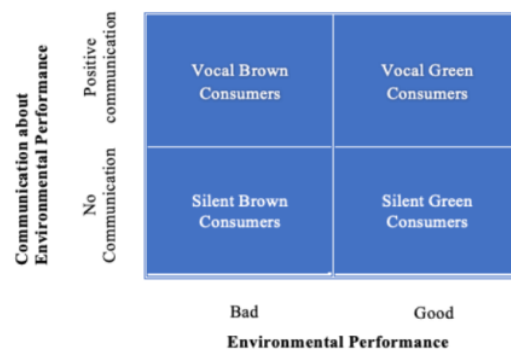
(Nadanyiova, Kicova, & Rypakova, 2015; Usharani & Gopinath, 2021). Some believe that companies are simply taking advantage of consumers' increased environmental awareness without making any real changes to products and production processes (Nadanyiova et al., 2015; Usharani & Gopinath, 2021).

Consumers who care about the environment tend to be willing to pay more to choose products that are environmentally friendly (Samaraweera, Sims, & Homsey, 2020). However, the problem is that this consumer group is only a small proportion of general consumers who really consider environmental aspects in their buying behavior. Thus, marketers must inform consumers about environmentally friendly products. Although in a public opinion survey, it appears that some consumers consider environmentally friendly products and non-environmentally friendly products to be the same (Purohit, 2020). That is, there is a discrepancy in consumer buying behavior because of their habits.

Eddine (2022) classifies consumers into 5 groups based on their level of environmental concern:

- True blue greens: Consumers with a strong sense of responsibility to create positive changes in society and the environment because they have high environmental values. This group is able to avoid products that are not environmentally friendly
- Greenback greens: This group has a tendency to buy eco-friendly products, but does not actively participate in environmental campaigns.
- Sprouts: Although in theory they believe in environmental issues, this group rarely buys green products if the price is too high, but sometimes buys green products for a specific purpose.
- Grouzers: This consumer group does not understand environmental issues and is not interested in environmentally friendly products because they consider them expensive and not much different in quality from non-environmentally friendly products.
- Basic brown: This group does not care about environmental or social issues.

In addition, Delmas & Burbano's (2011) typologies regarding vocal or silent green or brown organizational performance are also used to classify consumers in consumer behavior. Vocal chocolate consumers have poor environmental performance, but communicate positively about their habits. Reticent chocolate consumers don't communicate about their poor environmental behavior. Vocal green consumers have good environmental performance and communicate positively about this. Meanwhile, silent green consumers are a group that does not communicate about their good environmental choices.



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Figure 1 : Typology Environmental Strategies

(Delmas & Burbano, 2011)

2.2 Organic Coffee

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According to the United States Department of Agriculture, 2 quoted from the ethicalcoffee.net site, organic coffee is coffee that is produced without the use of synthetic substances such as pesticides, herbicides and artificial fertilizers. To earn the 'organic' label, at least 95% of coffee beans must come from coffee trees grown under organic and natural conditions. Usually, the organic label is displayed on the coffee packaging and comes with a seal. According to Byron Holcomb, agribusiness director of Nobletree Coffee as reported on the myrecipes.com website, coffee can be considered organic if the coffee farm does not use chemicals for at least three years. This three-year duration is needed to ensure that the coffee plantations are completely clean from the use of chemicals. The organic certificate also requires cultivation for these three years to meet legality standards. However, it is not only the planting that must meet the standards to be organic coffee, but also the post-harvest process. Organic coffee must properly manage coffee waste such as coffee cherry skin and not damage the surrounding environment. In other words, organic coffee must go through series of processes that do not damage the environment, are free from contamination by chemical products, and are safe for the health of workers and consumers.

3 Research Method

The research method is a method used to systematically investigate a particular problem that requires an answer. The quantitative research method was chosen because it uses a sample that allows for clear clarification of research elements such as objectives, subjects, data sources, and research design. This quantitative research adopts a descriptive approach to describe the situation under study with support from literature studies, so that the results of the researcher's analysis can be strengthened and conclusions can be drawn more precisely. In this study, the unit of analysis chosen was the millennial generation in Garut Regency. Millennials, also known as Generation Y, are a group of people who were born between 1982 and 2004, or are currently between the ages of 18 and 40. Based on the generation theory put forward by Howe & William (2000), the definition of the millennial generation is adopted. The number of millennials in Garut Regency reaches 831,716 people according to data from BPS Garut Regency for 2021. To determine the sample size, the standard minimum number of samples is used in this study, namely using the Slovin formula (Hermawan & Amirullah, 2016). With the number of samples in this study of 400 respondents who are the Millennial Generation in Garut.

Questionnaires are one of the data collection techniques in which predetermined respondents are asked to fill out statements directly and completely. In this study, the questionnaire contained closed statements and was distributed directly to the respondents. The measuring tool used is the Likert scale to measure the attitudes, opinions, and perceptions of respondents about the social phenomena studied. By using a Likert scale, the variables to be measured are broken down into variable indicators. Furthermore, these indicators are used as a basis for compiling a questionnaire instrument in the form of statements.

The data analysis tool used in this study, namely cluster analysis, is a method used to group objects such as products, living things, or people into groups based on their similarities. In marketing management science, cluster analysis can be used by companies to understand the behavior of

7 consumers who buy their products. There are two main methods in cluster analysis, namely the hierarchical method and the non-hierarchical method. In this study, the hierarchical method was chosen because the group formation is natural. The method used for the hierarchical clustering process is K-Means Cluster, which groups data by processing all objects or cases at once. The clustering process using K-Means aims to divide objects into groups that are similar to each other.

4 Results and Discussion

This study used a questionnaire distribution method to collect primary data in the form of responses from coffee consumers at 5 Coffee SMEs in Garut Regency. Questionnaire distribution was carried out online and offline. The use of Google forms as a facility for filling out online questionnaires and the Whatsapp application as a distribution medium facilitates the data collection process. The number of questionnaires distributed was 432, but only 400 questionnaires were considered feasible to be processed. There were 22 questionnaires which were not filled in completely for each statement item, and 10 questionnaires did not meet the requirements as Millennials, so they were not included in the data analysis. In distributing the questionnaire, the implementation was carried out by a research team in collaboration with five coffee SMEs. Thus, this research can provide an overview of consumer behavior related to environmentally friendly coffee. 1

The number of respondents who participated in this study were 400 consumers. In this study, the respondents involved can be classified based on several characteristics, namely: (1) Gender: Respondents can be divided into male and female, so that we can see differences in preferences and consumer behavior between these two groups regarding environmentally friendly coffee; (2) Age: Respondents can be grouped based on age range, such as the millennial generation (age 18-40 years), Generation X (age 41-56 years), or the baby boomer generation (age 57-75 years). It is helpful to see how consumer preferences differ between different generations; (3) Level of education: Respondents can be grouped based on their level of education, such as SD/SMP, SMA/SMK, bachelor (S1), master (S2), or doctoral (S3). Education level can affect consumption patterns and environmental awareness; (4) Occupation: Respondents can be grouped by type of job or industry in which they work. Occupation can also influence consumer preferences regarding organic and non-organic coffee; (5) Income level: Respondents can be grouped by income level, such as low, medium, or high. Income levels can affect consumers' ability and willingness to buy organic coffee products which may have a higher price. The results of the clustering process in this study resulted in four groups of consumers based on their level of concern for the environment. Following are the results of clustering or clustering obtained by vocal chocolate consumer clusters consisting of consumers who have poor environmental performance, but tend to communicate positively about their habits. Despite their poor environmental behavior, they may be more active in voicing support for environmental issues. The Reticent Brown Consumer Cluster: This group consists of consumers who have poor environmental performance and tend not to communicate about their environmental behavior. They may not care enough or are not aware of the negative impact of consumption behavior on the environment. Vocal Green Consumer Cluster: This group consists of consumers who have good environmental performance and actively communicate positively about environmental support. They may act more as advocates or actors in adopting environmentally friendly behaviours. The Reticent Green Consumer Cluster: This group consists of consumers who have good environmental performance, but tend not to communicate about their sound environmental choices. Even if their environmental behavior is good, they may prefer to

maintain environmental support within themselves. With the results of this clustering, researchers can understand and identify consumer groups based on their level of concern for the environment. This information can assist companies in developing appropriate and more effective marketing strategies in attracting consumers who have a preference for organic coffee.

Table 1: K-Means Cluster Analysis Results

Cluster	1	162.000
	2	44.000
	3	66.000
	4	128.000
Valid		400.000
Missing		.000

The results of the cluster analysis show that the majority of respondents belong to the "vocal green consumers" and "silent green consumers" groups. This means that most of the respondents show a level of concern for the environment and actively or secretly support environmentally friendly coffee products. However, the clustering results also show that there are consumers who are included in the "vocal brown consumers" and "silent brown consumers" groups. This group may have poor environmental performance and are less active in voicing support for environmentally friendly coffee products. Although most of the respondents show concern for the environment, not all of them actualize this form of concern through purchasing environmentally friendly coffee products. Some respondents may still need more information or incentives to switch to environmentally friendly coffee products. Overall, the results of the cluster analysis show that Millennial Generation coffee consumers in Garut Regency are starting to show awareness and concern for the environment through purchasing environmentally friendly coffee products. However, there is still potential to increase awareness and participation in choosing products that are more environmentally sustainable. Along with increasing awareness and education about the importance of organic coffee, it is hoped that more consumers will join the "vocal green consumers" and "silent green consumers" groups, so that consumption of environmentally friendly coffee can continue to increase in the future.

5 Conclusion and Suggestion

The survey results confirm that the domestic market for organic coffee products faces several challenges. Several notes regarding attitudes towards organic coffee products appear to be quite weak for consumers and especially for producers and distributors. In the most optimistic scenario, final demand is limited to only about 60% of consumers. In addition, the complexity in selecting coffee is quite complex. Some consumers consider the health aspect, which dominates and motivates more to buy organic coffee products. However, for consumers, the aspect of price consideration is an important factor in purchasing preferences. On the other hand, a reevaluation of the price of organic coffee and the marketing strategy for organic coffee should be carried out.

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