EXPLORING FORMS & DRIVING FACTORS OF ENVIRONMENTALLY RESPONSIBLE CONSUMPTION BEHAVIOUR IN YOGYAKARTA

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Article Info	Abstract
	This study aims to determine the forms of environmentally responsible consumptiom and the driving factors that influence the informants in Yogyakarta. The research method used is a qualitative study through in-depth interviews with 20 participants who identify themselves as consumers who are responsible for the environment. The interview data are processing using ATLAS.ti program assistance. The four primary forms of environmentally responsible consumption behavior included purchasing environmentally friendly products, reducing consumption behavior, recycling, and reuse. Those behaviors are mainly influenced by internal factors and supported by external factors. Various stakeholders can use the results of this research to understand and design strategies to improve responsible consumption behavior patterns in society.

1. INTRODUCTION

Nowadays, the consumption behavior of the global community is the biggest contributor to the occurrence of natural damage (Agrawal and Gupta 2018; Garcia et al. 2021; Toth and Szigeti 2016). Indonesia is experiencing an ecological deficit due to high import rate, long chains of supply with high carbon footprint, livestock emissions, excessive exploitation of natural resources, and the high use of environmentally unfriendly materials in various products (Nathaniel 2020). Due to the ecological crisis that we are experiencing together, the government, educational institutions, producers, and other stakeholders trying to raise consumer awareness to adopt more conscious and responsible consumption. Since 2016, the United Nations has made a series of commitments to achieve sustainability in a range of aspects, one of which is linked to efforts to achieve sustainable production and consumption. Point 12 of the United Nation's

Sustainable Development Goals encourages individuals to change their consumption habits to be more environmentally friendly, as well as to promote empowerment and justice for all societies. The shift to altering consumption behavior habits is challenging and therefore should be pursued on collaborative manner.

Consumer behavior has been widely studied from the standpoints of management science and psychology. The emphasis of the discussions on consumption behavior are broadly divided into several fields, mainly external factors influencing behavior such as culture and sub-culture; internal factors such as perceptions and how individuals interpret information; and the situation during the purchasing process as well as decision-making (Guillen, Hamari, and Quist 2021). Specific studies that investigate environmentally responsible consumption, on the other hand, are still considered important because the interpretation of this behavior is still interpreted

differently, both from the standpoint of researchers and from the consumer perspective. This study also aims at the external and internal factors that drive people to engage in environmentally friendly consumption.

2. LITERATURE REVIEW

Environmentally responsible consumption behaviour is any behaviour related to consumption, starting from the time of the acquisition, use until disposal process which is carried out in such a way as to reduce the negative impact of consumption on the environment (Agrawal and Gupta 2018; Zwanka and Buff 2020; Finisterra Do Paço, Barata Raposo, and Filho 2009). Quoquab and Mohammad (2017) also emphasize that sustainable consumption involves considering short-term and long-term consequences to nature and the social environment when a person decides what to consume or what to buy. Research on this topic is increasingly controversial because the application of responsible consumption behaviour can be interpreted differently according to the conceptual understanding of each individual (Nova-Reyes, Muñoz-Leiva, and Luque-Martínez 2020; Rustam, Wang, and Zameer 2020). Some radical green consumer segments argue that environmentally responsible behaviour is the behaviour of reducing the amount of consumption drastically and adopting a minimalist lifestyle (Saraiva, Fernandes, and von Schwedler 2020). For other market segments that have a more liberal view and are oriented towards comfort, they prefer to continue to consume appropriately but are more careful about product choices, namely products with environmentally friendly materials (Jaiswal et al. 2020; Moisander 2007).

Research on environmentally responsible consumption patterns has been carried out in local settings to see both the factors that can contribute to and hinder the formation of environmentally responsible consumption behaviour (Arli et al. 2018; Dursun 2019; Kim et al. 2012; Luzio and Lemke 2013). As explained by Davies, Fahy, and Rau (2014:53), socio-economic and socio-cultural backgrounds are essential variables that are taken into account to map green consumption patterns in society. It is predicted that differences in cultural background, sub-culture, reference groups and other external factors can cause differences in consumption behaviour patterns (Banytė et al. 2020). For the Indonesian context, studies on the understanding of responsible consumption behaviour and oriented towards sustainability are still considered minimal and are still expected to be explored more so that stakeholders can use the findings to increase awareness of consumption in society (Arli et al. 2018). The purpose of this study is to explore how individuals apply environmentally responsible consumption patterns in their lives and identify antecedent factors that contribute to the formation of this lifestyle.

3. RESEARCH METHODE

This study uses a qualitative methodology to explore the values, knowledge, attitudes and consumption behavior of the informants. This qualitative study can help researchers to gain in-depth knowledge about how informants understand and interpret each of their experiences related to environmentally responsible consumption and help researchers identify factors that encourage informants to adopt their responsible consumption behavior. The research sample was 20 informants ranging in age from 24 to 60 years in Yogyakarta who identified themselves as environmentally friendly consumers and adjusted to the predetermined criteria for environmentally friendly consumption behavior.

In order for the qualifications of informants to be accounted for, the criteria must be clearly defined from the start. The criteria for environmentally friendly consumption behavior are taken from the results of previous research by Gupta and Agrawal (2018), including purchasing environmentally friendly products, purchasing decisions for products in environmentally friendly packaging, making purchases based on needs, consuming consciously, having the habit of caring for goods, carrying out processing against waste and items that are no longer used. The informants selected for the interview were individuals who had made efforts to live ecologically optimally, or who still considered themselves to have started consuming responsibly and practice environmentally friendly action in their daily life. According to Cudjoe, Yuan, and Han (2020) it is still scarce for ecologically-minded consumers to adopt all known environmentally friendly behaviors due to various obstacles and affected by perceived individual risk. The majority of environmentally friendly consumers will implement efforts to preserve nature, which considered fair, reasonable, and relevant to applied in their lives.

The data collection method used in this study was semi-structured depth interviews with purposive sampling as the informant recruitment technique. This purposive sampling or judgmental sampling technique is based on the researcher's assessment of people who are considered to represent a community to share their knowledge and experiences regarding the research topic (Palinkas et al. 2015). Some informants obtained

through the judgment sampling method turned out to be able to reference relatives and colleagues who considered meeting the criteria as individuals who apply environmentally responsible consumption behavior patterns. This method is also widely used in other research with the theme of environmentally friendly behavior to identify potential informants so that the information needed is considered sufficient to answer research questions (Agrawal and Gupta 2018; Larson et al. 2015). In the interview, researchers explored the informants' understanding of environmental issues and various factors that support the implementation of environmentally friendly consumption behavior in their daily lives. From the topic of discussion, the researcher then explored the informants' experiences in applying an ecological lifestyle in general and then narrowed it to the topic of environmentally responsible consumption styles. In order to enter into the informants 'experiences related to their lifestyle, the researcher first gets an overview of the informants' daily activities.

All interview data that have been verbatim will be analyzed with a qualitative data analysis program, namely, ATLAS.ti (Scientific Software Development GmbH, Berlin, Germany). In this first step, all interview transcript documents imported into ATLAS.ti and ready to analyze. Furthermore, in the second step, the researcher identifies the thematic framework in the interview data or transcripts. Here the researcher marks the themes and concepts that emerge by departing from a theoretical framework, namely that socio-economic and socio-cultural backgrounds influence environmentally friendly consumption behavior. This theoretical framework becomes a tool for building a coding framework. In the third step, the researcher indexed the entire data. Here the researcher analyzes the list of codes that emerge from the second step. Codes that have the same or close topic of discussion are included in one code group. Likewise, the codes that often appear are put together. In the end, this process resulted in a list containing two key themes, namely: 1) identification of environmentally friendly consumption behaviors; 2) internal and external factors driving environmentally friendly consumption behavior. The fourth step, the researcher made some graphs to show the relationship between codes or groups of codes to help researchers compare both the data between the interview transcripts and the data on each transcript. In the final step, the researcher interpreted the data to explore ideas formed from these critical themes to see how they were related.

In this qualitative research, to ensure that the analysis is rigorous and unbiased, the researchers conducted two types of validation, namely participant validation and peer debrief or inter rater reliability (Burnard et al. 2008; Hadi 2017). Informant validation involves reconfirming that the results of interviews and analyzes that have been made by researchers are in accordance with what the informants intended. Informants need to read carefully the analysis made by the researcher to validate, or reject, any information that is inconsistent with what they have previously disclosed in the interview. In the second validation process, namely peer review, the researcher collaborates with experienced qualitative research experts to conduct an independent review of the results of data analysis and grouping the conclusions drawn.

4. RESULT & DISCUSSION
Identification Forms of Environmentally Responsible Consumption Behavior

Based on the results of interviews with informants with environmentally friendly consumption patterns in Yogyakarta, there are four main behavior categories, which include purchasing environmentally friendly products, reducing efforts, reuse efforts, and recycling efforts. The characteristics of these four categories observed based on grounded aspect in verbatim data. In qualitative data analysis using ATLAS.ti ver. 8.4.25, the term grounded aspect refers to the frequency of quotations from interviews associated with a code. In the diagrams generated from the coding process with the ATLAS.ti application, grounded aspect shown in the form of a bar graph coded the letter G. The four categories of environmentally friendly consumption behavior, such as reduce, reuse, recycle and environmentally friendly product purchasing activities are shown in Figure 1 as follows:
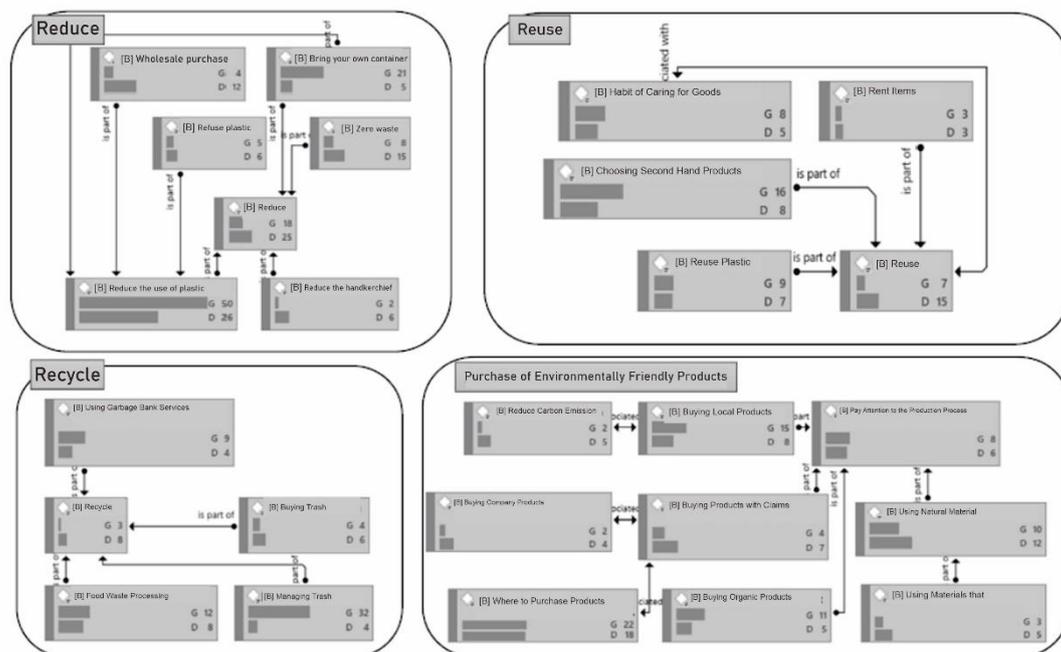
Figure 1
Categories of Environmentally Friendly Consumption Behavior Forms

Purchasing environmentally friendly products includes selecting products that use natural and organic raw materials, using easily recycled materials, produced in a process that does not damage nature, produced locally, to choosing products with an environmentally friendly brand image. In the informant's understanding, the term "local products" can refer to two things, namely commodities produced domestically (non-imported products); or local commodities produced from the area around the informant's place. In line with the findings of Ladhari and Tchetgna (2017); Saleem, Eagle, and Low (2018) environmentally friendly consumption behavior among informants is closely related to socially conscious behavior which has the characteristics of using personal purchasing power to have a positive impact on local society and the poor. When it comes to consumption of food products, the informant's preference for "local products" mainly based on the assumption that these commodities are healthier because they generally do not contain preservatives and made from natural or recyclable ingredients because MSMEs and local communities produce these commodities. This could be seen from the following statement:

"I tend to consume products that are local in nature, the point is that these products are produced or cultivated by the lower middle class, for example products sold by local farmers." (Informant 5, 33 years)
"The natural skincare brand that I use the most is a local brand from Bali Sensatia Botanical. For soap, I no longer buy soap on the market. I make my own soap

because it is definitely more natural and I know very well the ingredients contained in it. Actually, for other household needs, I don't have a particular favorite product brand because most environmentally friendly products have no brand ... "(Informant 10, 36 years)

Reduce is the behavior of reducing consumption both radically and incrementally and an effort to use products efficiently so as not to create new waste (Närvänen, Mattila, and Mesiranta 2020). In the context of this study, many informants linked reduce efforts to reducing the use of plastic packaging in their daily shopping process. In order to avoid single-use packaging or wraps that are usually provided by sellers, such as plastic bags, informants developed the habit of bringing their shopping bags, bringing their containers (for example, tumblers or water bottles, and plastic boxes) or choosing products whose packaging can be recycled or can be recycled. They also try to buy products, especially household items such as cleaning fluids in large quantities without packaging (bulk or wholesale). Reduce behavior among informants is not only limited to efforts to reduce plastic packaging waste but also includes consumption efforts without producing waste (zero waste habit) and efforts to avoid disposable items such as tissue and cutlery (spoons, forks, knives) made of plastic. However, as shown in Figure 1, reduce behavior with the highest grounded aspect is reducing the use of single-use plastics. Some informants feel that the best form of environmentally friendly behavior is to reduce

consumption and buy with full awareness whether the product is needed in their lives or not.

Reuse is the behavior of using the product again after the primary consumption is done without processing and reprocessing efforts (Klemeš, Fan, and Jiang 2020). Reuse activity closely related to the habit of maintaining goods (care), repairing goods (repair) if there is minor damage, and optimizing the economic life of an object (Ekström and Salomonson 2014). Forms of reuse behavior among informants include choosing to use second-hand products instead of buying new products, reusing products with materials that are hard to decompose naturally (plastic, metal, Styrofoam), having the habit of caring for and repairing their belongings, and choosing to rent products as much as possible. Purchasing second-hand products is not solely based on environmental awareness but also because of the motivation of the product model, consideration of more economical prices, and frugal living principles.

Recycle is an effort to reprocess products that have finished their primary use (Arias and Trujillo 2020; Blose et al. 2020; Gupta and Agrawal 2018). Recycling products is relatively considered a less environmentally friendly effort than reuse because the recycle process still requires additional energy and resources (Tseng et al. 2020). The informants in this study described recycling behavior into an effort to manage waste, process food scraps, use waste bank services, and buy waste which is then reprocessed for animal feed. Waste management is carried out individually or by utilizing the services of the waste manager. Organic waste, which mostly comes from daily leftovers, is processed independently in each household and recycled into other forms of food suitable for consumption, plant fertilizers, or livestock fodder. However, some informants feel that optimal recycle efforts are still tricky, especially for recycling plastics and electronic objects because they do not have skills and are challenging to do at home independently. Management of inorganic waste such as plastics can is done by giving or selling to scavengers or waste banks, as can be seen from the following quote.

"Usually, we collect plastic waste and put it in the front yard so that it can be picked up by scavengers. We are confused and also find it difficult to process plastic waste. But for organic waste we always make bio pores at home. So, a lot of garbage that we process in the garden, all the garbage from the kitchen will go in there. A few months later it will decompose and become fertilizer, then we can use the fertilizer (Informant 13, 58 years)."

Internal Driving Factors of Environmentally Friendly Consumption Behavior

The driving factors of environmentally friendly consumption behavior among informants consist of internal factors and external factors. Internal factors that encourage environmentally-friendly behavior at the purchasing stage include personal passion for preserving nature, the self-confidence of informants to buy products from producers who uphold the welfare of their workers or local communities, knowledge of the products to be purchased, and affection or feelings of gratitude as shown in Figure 2. Knowledge and cognitive attitudes are dominant internal factors that encourage informants to consume environmentally friendly products. The knowledge obtained comes from various sources, ranging from the training he participated in information accessed on the internet and social media, or even directly from product sellers. In addition to cognitive factors, the informant's belief factor in the products of producers that make workers prosperous becomes a reinforcing element in consumption behavior.

Figure 2
Internal Driving Factors of Environmentally Responsible Consumption

Reduce behavior is predominantly influenced by cognitive attitudes and specific knowledge that encourage informants to build habits of reducing new waste, especially plastic waste, as shown in Figure 3.

Figure 3
Internal Factors Driving Reduce Behavior

This knowledge is about waste problems, and their relations to global climate change, knowledge about ecological crises in general. Informants obtained information on ecological issues and the impact of environmental damage, both from conversations with close people, as well as from more formal forums, such as environmental-themed training or gatherings. Socialization regarding the impact of environmental damage was able to raise awareness of informants so that feelings of guilt or sadness arise. Apart from being marked by a sad or guilty reaction to seeing the ecological crisis, awareness of environmental issues because this information also motivated informants to build a value system that cares for the environment. In line with Alsaad, Saif-Alyousfi, and Elrehail (2020); Moisander (2007) findings, several informants said that they were able to withhold and reduce consumption of various items that were not really needed due to religious reasons, moral beliefs, deontological ethical considerations, and eccentric nature to respect and protect the earth as a common home, as expressed by the following informants,

"In the past I used to shop for unnecessary things. If I liked it and the price was affordable, then I bought it, I didn't really consider it much. After attending spiritual training in MAGIS I started to change my way of life, starting to think about whether the product I bought was because I really needed it or just indulging in my lust for a while and later it would only become an item that I rarely use and then throw away. That only adds to the trash. As my contribution to environmentally friendly activities, I

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also started trying to go everywhere on my bicycle to reduce pollution. This is a form of responsibility for being loved. Because I feel loved by God, it is my responsibility to repay his love for those around me to the environment. Luckily, I can take a master degree in Environmental Science, so I want my knowledge to be of benefit to society also. " (Informants 20, 24 years)

Internal factors which driving reuse behavior are including deep insights into natural conditions, climate change conditions, waste problems and the value of personal care for environmental sustainability. Moreover, the value of simplicity, cognitive attitudes in the form of beliefs to be responsible for the environment, attitudes to choosing quality products and affective attitudes in the form of sadness or guilt when causing damage to nature are also factors that affect reuse activity, as shown in Figure 4.
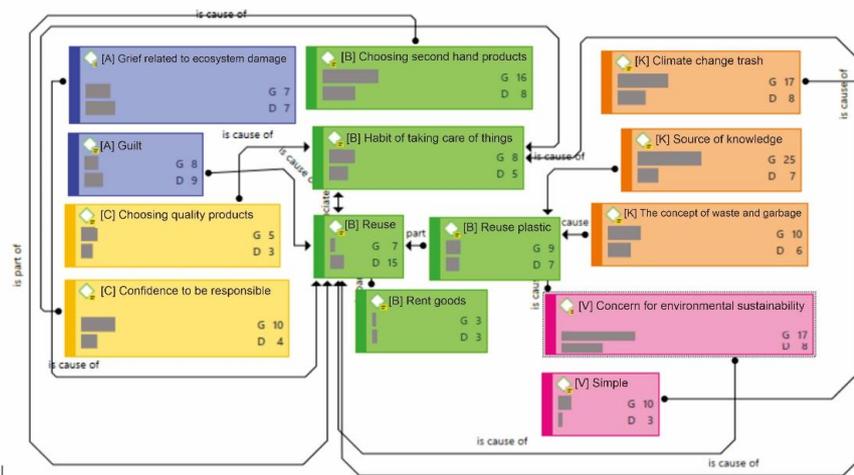
Figure 4
Internal Driving Factors of Reuse Behavior

Learning about the concept of environmentally friendly behavior is partially stored in long-term memory so that it affects people's perceptions, values, attitudes, and consumption behaviour. In line with what was expressed by Maurer, Koulouris, and Bogner (2020); Syse and Mueller (2014), many insights about the environment are obtained through "vicarious" learning on social media (WhatsApp Groups, YouTube, Instagram, Facebook), television, print media (books, magazines, newspapers), and influential reference groups (family, friend). In this learning model, consumers can understand a concept by studying other people's behavior, imagining the concept, and then applying it to themselves (Zollo et al. 2021).

Internal factors that encourage recycled behavior among informants include the value of life to care about the environment, the value of simplicity; insight about waste/climate change that occurs, insight into waste & waste, knowledge about ecological lifestyle, and the concept of recycling; and cognitive aspects of being responsible for the environment. The behavior of recycling personal waste carried out by the majority of informants was not based on a desire to get economic incentives or for personal gain but was based on motivation to prioritize the needs of others, society, and the preservation of the natural

environment beyond one's own needs. In line with the findings of Niroumand et al. (2020); Wang et al. (2019) recycle behavior is closely related to altruistic traits, frugality, and belief in one's abilities. The more someone knows that the condition of the natural environment is getting worse, the more the sense of wanting to be responsible and carry out an environmentally friendly consumption behavior pattern, in this case recycling as stated as follows:

"We have many opportunities to cultivate, manage, and be creative as long as we live. So we must be responsible for processing our own waste, processing items that can still be used. If we easily throw something away, then we will burden the environment. " (Informant 19, 45 years)
"I'm willing to work hard to protect the environment. Just because of that one sentence, you know." Your waste is your responsibility; my waste is my responsibility. "(Informant 14, 30 years)

External Driving Factors of Environmentally Friendly Consumption Behavior

The consumption patterns of informants in the purchasing phase, reduce, reuse, and recycle are

predominantly influenced by opinions, input, information, or invitations from friends or closest people in the scope of daily social interactions as shown in Figure 5.
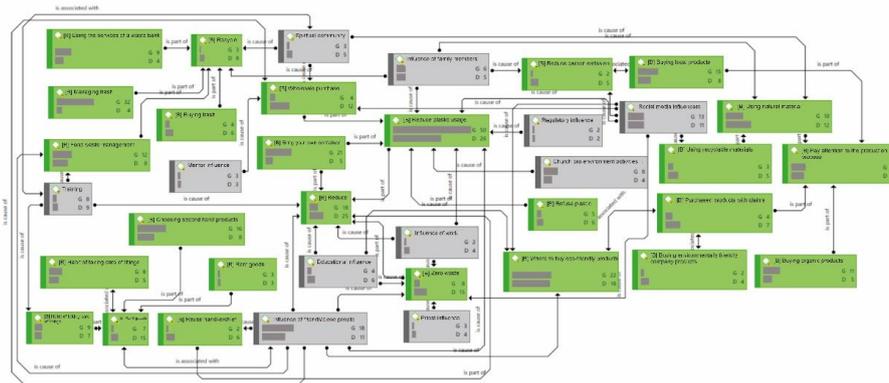

Figure 5

External Driving Factors of Environmentally Friendly Consumption Behavior

The influence of the reference group is one of the dominant external factors that influence a person's recycling activities. In this study, the influence of invitations from closest friends through direct influence or exemplary on social media is the factor most frequently mentioned by respondents regarding its influence on recycle activities. Reference groups, which include immediate family, neighbors, friends, and the spiritual community that are followed, can encourage a person's ecological behavior by modelling behavior or by raising concerns about self-image (Boca 2021; Witek and Kuźniar 2021). Environmentally friendly consumption behavior could be strengthened through vicarious learning that is learned from the experiences of other people, especially those closest to us we trust (Mothersbaugh, Hawkins, and Kleiser 2019). Environmental themed training programs by religious communities are also the second dominant factor causing participants to recycle which can add insight into the environment, increase social awareness and serve as a reminder to participate in efforts to protect the earth as our common home. Another external factor that affects environmentally friendly consumption patterns is the influence of social media. In particular, the most frequently mentioned social media are Instagram and Facebook. The next factor is occupation or profession. Some informants do work in fields related to environmental issues, so they are motivated to adopt environmentally friendly consumption behaviors in their daily lives.

5. CONCLUSION

In accordance with the research objectives, through in-depth interviews with 20 informants in Yogyakarta who have environmentally friendly consumption behavior patterns, researchers can map the forms of environmentally friendly behavior and perceptions as well as the factors that influence these behaviors to do. The four primary forms of environmentally friendly consumption behavior include the selection of products and packaging that are more environmentally friendly, reduce, recycle, and reuse. From the results of the interview, the informants already have a mindset that the main thing to conserve nature is to consume with full awareness and reduce their impulsive buying activities. When the respondent needs to make a purchase, the choice of products is also products that come from natural ingredients, which wrapped in less plastic, produced locally, reused, or rented.

The obstacles to implementing environmentally-friendly consumption behaviors found in this study include several informants claiming that they still have difficulty accessing environmentally friendly products due to limited knowledge about producers who produce their products with materials and processes that are good for the environment, not just claims. Another obstacle is that despite knowing where to find environmentally friendly products, the price of these products is much higher than conventional products so that it is quite burdensome for some informants too. When buying organic and environmentally friendly products online on the marketplace, Instagram, or Facebook, some participants are still constrained by the plastic packaging used, especially if the distance between the seller and the consumer is quite far. The spirit of living an environmentally friendly lifestyle and consumption can weaken if the immediate environment of family, co-workers, and friends does not have the same awareness. Participants sometimes feel they are struggling alone, are more troublesome, and considered too idealistic when fighting for action to protect the natural environment better.

Suggestions that can be given to stakeholders, especially producers of environmentally friendly products, are to clarify the label of environmentally friendly products and educate consumers about the treatment of product packaging after use. Manufacturers also need to improve product quality so that it is not only good for the environment but also good for health and has a competitive price so that the consumer segment that is more motivated by health and economic benefits is also more motivated to adopt environmentally friendly consumption behavior in a sustainable manner. Consumer awareness about the environment can be increased by creating ecosystems that support each other to carry out ecological living behaviors. To build this ecosystem, the government can provide education about the environment through schools, offices and religious communities. Social marketing also needs to be done in mainstream media by collaborating with endorsers and influencers who are followed by many young people to raise awareness and shape people's affective attitudes.

6. RESEARCH LIMITATIONS AND RECOMMENDATIONS

Limitations in this study include taking self-reported interview data through in-depth interviews, which considered prone to bias, for example, the phenomenon of social desirability bias and the uncovering of latent motivations that underlie one's behavior. Latent motivation also is often difficult to express clearly, or often a person does not understand what causes him to carry out specific behaviors (Mothersbaugh, Hawkins, and Kleiser 2019). There is also the possibility that in certain parts, informants do not reveal actual consumer behavior, but only talk about ideal things that considered socially appropriate. Future research can add observational methods and ethnographic studies to get closer to the findings with the phenomena of environmentally friendly consumption behavior that actually carried out. Another limitation of this study is that the findings of this study only describe environmentally friendly consumption behavior in specific consumer segments. However, the results could not directly generalize to broader market segments and those with different characteristics. Future studies can test consumers with different characteristics using qualitative and quantitative methods and examine stimulus factors and situational factors that could influence consumption behavior.

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