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2	<i>Micro Finance and the Failure of Profit-loss Sharing Contract</i> Ibrahim Fatwa Wijaya, Universitas Sebelas Maret Litagar Ikhsan Nugroho, Universitas Sebelas Maret Bambang Setlali, Surakarta Muhammadiyah University Sofri Yahya, Universiti Sains Malaysia Putri Permatasari Husa, Universitas Sebelas Maret
3	<i>The Socio-Economic Factors That Influence The Sharia Financial Literacy (Survey On Lecturer In Java Island, Indonesia)</i> Sugeng Suroso, Institut Bisnis dan Informatika (IBI) Irma Setyawati, Institut Bisnis dan Informatika (IBI)
4	<i>Gold Pawn In Indonesian Islamic Banks And Pawnshop For Asset Growth Of Islamic Pawnshop</i> Roikhan Mochamad Aziz, State Islamic University Syarif Hidayatullah

Session: Marketing and Consumer Behavior 1 (MCB 1)
Date: Wednesday, August 3, 2016
Time: 1.00 pm to 3.00 pm
Room: Violan 6
Chair: Prof. Zafar U. Ahmed (Academy for Global Business Advancement)

1	<i>The Effect of Demographic Factors on Intention To Switch To Biogas</i> Siti Khoiriyah, Universitas Sebelas Maret Muh Juan Suam Toro, Universitas Sebelas Maret
2	<i>Process Of Positive Attitude Formation Of Society Toward Green Products (Qualitative Study Of Green Products' Consumers In Indonesia)</i> Eni Andari, Janabadra University Budhi Haryanto, Universitas Sebelas Maret
3	<i>E-Trust : Antecedents and Their Consequence</i> Diesyana Ajeng Pramesti, Muhammadiyah Magelang University Mub Al Amin, Muhammadiyah Magelang University Henry Prihanto Nugroho, Gadjah Mada University
4	<i>Dynamic Marketing Capability In Hotel</i> Evo Sampetua Hariandja, Universitas Peba Harapan

Session: People Management 1 (PM1)
Date: Wednesday, August 3, 2016
Time: 1.00 pm to 3.00 pm
Room: Violan 7
Chair: Prof. Arifin Angriawan (Purdue University Northwest)

1	<i>Boundary Management In Work Family Conflict And Coping Strategies Among Female Academics In Indonesia</i> Rosma Fyki Kamala, Universitas Alina Ata Yogyakarta
2	<i>Multidimensional Work Ethics And Tasks Performance :Mediating Role Of Affective Commitment</i> Amito Wahyudi, Universitas Slamet Riyadi
3	<i>Opening The Blackbox : The Antagonistic Relationship of Leadership on Employee Performance</i>

	East Countries
	Aram Setyowati, Universitas Sebelas Maret Amanda Novika N, Universitas Sebelas Maret
4	Competition-stability nexus in the dual banking market Tastaftiyan Rislandy, Universitas Sebelas Maret and Université de Limoges Irwan Trinugroho, Universitas Sebelas Maret and Institut Teknologi Bandung Muhammad Agung Prabowo, Universitas Sebelas Maret Sofarso Kaderi Wiryo, Institut Teknologi Bandung Amioe Tarazi, Université de Limoges

Session: Financial Markets 2 (FM2)
Date: Wednesday, August 3, 2016
Time: 3.30 pm to 5.00 pm
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Chair: Zaafri A. Husodu, PhD (Universitas Indonesia)

1	Moderating Effect Of The Value Exchange Rate On Fundamental To Stock Return Required Mudalifah Azis, Universitas Mulawarman Irwansyah, Universitas Mulawarman
2	Portfolio Rebalancing for Value at Risk and Expected Shortfall under Threshold Accepting Deddy Priatmodjo Koesrindartoto, Institut Teknologi Bandung Hanif Ashar, Institut Teknologi Bandung
3	Analyst Report, Broker Recommendation and Affective Self-Affinity: An Experimental Study Bambang Susilo Darmowiyono, STIM YKPN Yogyakarta Titus Haryono, Universitas Sebelas Maret Djuninah, Universitas Sebelas Maret Irwan Trinugroho, Universitas Sebelas Maret

Session: Marketing and Consumer Behavior 2 (MCB2)
Date: Wednesday, August 3, 2016
Time: 3.30 pm to 5.30 pm
Room: Violan 5
Chair: Prof. Zafar U. Ahmed (Academy for Global Business Advancement)

1	Service Quality Improvement For Account Opening Process In State-Owned Banks Eyo Sampetua Hariandja, Universitas Pelita Harapan Resti Regina, Institut Teknologi Bandung
2	Analysis Of Travela.Com Website Quality With Importance Performance analysis (IPA) Method Mahir Pradana, Telkom University Danny Seryawan, Telkom University
3	Exploration Of Concept Of Formation Process Of Intention To Online Transaction: In The Context Of Online Shopping In Indonesia Didik Seryawan, Setia Budi Surakarta University Budhi Haryanto, Universitas Sebelas Maret
4	How Does The Life Style Influence The Consumer Preference In Choosing The Foreign Product Or The Local Product Budhi Haryanto, Universitas Sebelas Maret Awaug Febrianto, Federal International Finance Group, Surakarta

Process of Positive Attitude Formation of Society toward Green Products (Qualitative Study of Green Products' Consumers in Indonesia)

Eni Andari
Janabadra University
Yogyakarta – Indonesia

Budhi Haryanto
Sebelas Maret State-owned University
Surakarta – Indonesia

Correspondent: Eni Andari, SE., M.Si. Faculty of Economics, Janabadra University, Yogyakarta, Jl. Tentara Rakyat Mataram No. 55 Yogyakarta 55231, HP.08122954765, Email: eniandari@gmail.com

Correspondent: Dr. Budhi Haryanto, M.M., Faculty of Economics and Business, Sebelas Maret State-owned University, Jl. Ir. Sutami No 36A Surakarta, Jawa Tengah 57126, HP. 081393902294, Email: budhiharyanto@yahoo.com

Abstract

This research aimed to explore the constructed variables that were to influence the process of the positive attitude formation of the developing country's society toward the green products. Those several variables were the green brand perception, green price fairness, and country of origin.

Next, exploratory study was used to understand these research variables through the deep interview toward 15 participants of the public area of Yogyakarta City.

The study results showed that the conceptualized variables could be used to build the process of the positive attitude formation of the society toward the green products and delivered some propositions. The study suggests several implications both theoretically and practically. The propositions in this study can be continued in the future study by testing the conceptualized variables in this research.

Keywords: Green Brand Perception, Green Price Fairness, Country of Origin, Society Positive Attitude toward Green Products

INTRODUCTION

The Attitude is the issue that is still interesting in this research, especially in the process of the positive attitude formation toward the green products. It is because the previous studies indicated the model inconsistencies that implicated on the limited model application's capability to explain the issue (Tsakiridou *et al.*, 2008; Chen and Chai, 2010; Cheah and Phau, 2011). The first factor assumed to contribute the inconsistencies was the

problem developing in the observed objects and settings. Furthermore, the study approach perspective was the second factor assumed also to cause the inconsistencies.

The problem development in the previous studies appeared because the individual social responsibility sense to be aware of the environment and health (Kaiser *et al.*, 1999; Chan and Lau, 2000; Laroche *et al.*, 2001; Tsakiridou *et al.*, 2008; Barber *et al.*, 2009; Chen and Chai, 2010; Boztepe, 2012; Lim *et al.*, 2013). It was because there was still the differences of the society awareness level toward the green products both in the developed countries and developing countries. The developed countries' society such as Europeans and Americans had indicated the relative high awareness toward the green products expressed through the society's care about the environment, health, and the willingness to pay the high prices for the products (Laroche *et al.*, 2001; Barber *et al.*, 2009). Meanwhile the developing countries' society such as Asia still indicated the relative low awareness toward the green products uncovered by the still little-knowledge of the environment and green products (Chan and Lau, 2000; Bing *et al.*, 2011; Chen and Chai, 2010; Lim *et al.*, 2013; Kong *et al.*, 2014). Indonesia as one of the developing countries in Asia still had the society that also still indicated the relative low awareness toward the green products that was showed by the price perception of the relative expensive green products that did not bring advantages yet (Panjaitan & Sutapa, 2010; Suharjo *et al.*, 2013). This condition needed the effective strategies to grow the society's awareness through the liking in the green products as the first step.

Furthermore, the study approach perspective of the consumer research was assumed to also contribute in the inconsistencies of the attitude model. The intended study approaches were the *behavioral* and *attitudinal* approaches. It was because in the *behavioral* approach, the attitude was built by the individual learning process through the external environment factors (Foxall *et al.*, 2006; Bray, 2008; Foxall *et al.*, 2011). Meanwhile, in the *attitudinal*

approach, the attitude was developed through the individual thinking process based on 3 components those were cognitive, affective, and conative components (Fazio and Olson, 2003; Schiffman and Kanuk, 2007).

This research model was developed by the *attitudinal* approach because it was to explain the consumers' ways of thinking through the society's positive attitude toward the green products. Then, 4 variables were observed in this research, those were the green brand perception, green price fairness, country of origin, and society's positive attitude toward the green products. These variables were assumed to be effective in the process of the positive attitude formation toward the green products because there were still the different meanings of these variables in several previous studies (Laroche *et al.*, 2001; Hartmann *et al.*, 2005, D'Souza *et al.*, 2006; Kinra, 2006; Ahmat *et al.*, 2011; Kabadayi & Lerman, 2011; Jap and Business, 2013; Sinrungtam, 2013). It gave the opportunity in this research to explore again the variables so the same understanding was obtained in the process of the positive attitude formation of the society toward the green products.

LITERATURE REVIEWS

Theory of Consumer Behaviour

The theory of consumers behaviour was used as the basic concept to build this research model because the consumer decision making in this research was explained as the process of thinking, behaving, and acting person (Bray, 2008). Literature reviews showed that there was the approach perspective difference in the consumer research, those were behavioral and attitudinal approaches (Pachauri, 2002; Foxall *et al.*, 2006; Bray, 2008; Foxall *et al.*, 2011). Nonetheless, attitudinal approach was used to build the individual's awareness in this research through the individual thinking process expressed in the variables of the green brand perception, green price fairness, and country of origin. Meanwhile, the behaving

process was expressed in the variable of the society positive attitude considered as the first step to establish the society's awareness toward the green products.

Positive Attitude toward Green Products

Attitude was defined as the individual subjective assessment of a brand or product (Bodur *et al.*, 2000; Peter and Olson, 2002; Bohner and Dickel, 2011). This evaluation result was then stated in the forms of the pleasant or unpleasant attitude, advantageous or disadvantageous object (Krosnick and Smith, 1994; Pachauri, 2002; Sciffman and Kanuk, 2007). So the attitude occurred as the society's awareness form toward the negative impacts of the consumed products or brands (Wise *et al.*, 2008).

The literature reviews indicated that the strong attitude influenced the strong behavior. It was because the strong attitude more resisted the change rather than the weak attitude (Krosnick *et al.*, 1993; Schwarz, 2007). Attitude was formed through the consumers' learning process at stimuli developed by the marketers to arouse the consumers' positive responses (Uta and Popescu, 2013). In the context of green products, the positive attitude could be built by the society's awareness first by the stimuli assumed to influence the consumers' interest in the green products.

Green Brand Perception

The green brand perception is conceptualized as the stimulus considered effective in influencing the process of the positive attitude formation of the society toward the green products. It is because several studies still indicate the perception variety of the green brands expressed through functional and emotional values (Hartmann *et al.*, 2005; Hartmann and Ibañez, 2006; Chen, 2009), and the symbol uses of *eco labeling* in the products (Lim *et al.*, 2013; Kong *et al.*, 2014). The functional values of the green products can be revealed as the

indicators of environment-friendly, air pollution minimalizing, save with the money, and having quality. Meanwhile, the emotional values can be reflected in the emotion encouragement through the pleasant image projection that arouses someone's feeling such as inhaling the fresh mountain air or feeling the healthier body (Hartmann *et al.*, 2005; Hartmann and Ibañez, 2006; Koller *et al.*, 2011).

Furthermore, eco labelling was also commonly used by the marketers as the individual's guidance to choose the environment-friendly products with minimal impacts on the environment (D'Souza *et al.*, 2006; Rex and Baumann, 2007), but a part of the individuals still showed skeptical on the green brands (Aji, 2015). It was because the green brands were still perceived to have the inferior quality with the more expensive prices than the non-green products' prices, and there was still skeptic on the benefits and/or values offered by the green products (Mahenc, 2007; Chang, 2011; Suharjo *et al.*, 2013; Aji, 2015). This condition needed the right understanding development on the green products.

The empirical study showed not all products labelled as environment-friendly were perceived to be advantageous for the consumers because the lack of the individual's knowledge about the products (Lim *et al.*, 2013). Nevertheless, products labelled as environment-friendly could also influence positively the consumers' behavior when the label was established by the organization with the good reputation (Kong *et al.*, 2014). These studies still indicated the difference of the individual's perception on the green brands. It was because there were still the differences in individual's understanding, knowledge, and awareness so affecting the individual's attitude toward the brands (Hartmann *et al.*, 2005; Hartmann & Ibanez, 2006; Chen, 2009; Koller *et al.*, 2011; Kong *et al.*, 2014). Therefore, the further exploration was needed to get the same individual's understanding about the green brands' perception.

Green Price Fairness

Green price fairness is the next stimulus assumed to be effective in influencing the process of the positive attitude formation of the society toward the green products. It is because there are still the various consumers' understandings about the price fairness of the green products. The literature review defines the price fairness as the consumers' judgment and emotion related with the existence or non-existence of the prices' differences offered by the sellers compared with the other sides' prices in the transactions that can be accepted and approved by the consumers (Xia *et al.*, 2004). This definition indicates that a price is perceived as fair when the consumers have the positive motives in buying; on the contrary, a price is perceived as unfair when the consumers have the negative motives in buying (Campbell, 1999).

Commonly the green products are priced higher than the non-green products. It is because the production costs of the green products are relatively higher than the costs of the non-green products (Mahenc, 2007; Suharjo *et al.*, 2013). The several studies showed the contradiction of the high price influence on the behaving process (Laroche *et al.*, 2001; Shirsavar and Fashkamy, 2013; Suharjo *et al.*, 2013). On the other hand, a part of individuals were not interested in the green products because the relative high products' prices (Suharjo *et al.*, 2013). Meanwhile, the other individuals were interested to willing to pay the high green products' prices because the products gave the additional values (Laroche *et al.*, 2001). This difference causes the variable of the green price fairness needs to be re-explored to get the same individual's understanding about the variable; so the individual is encouraged to have the liking in the green products.

Country of Origin

Commonly the country of origin (COC) is used by consumers as the indicator of the products' judgment. It happens when consumers have little information about the products (Lin and Sternquist, 1994), and when consumers have difficulties in judging the products objectively (Balestrini and Gamble, 2006). The COC is also used to show the country where the products are made (Bilkey and Nes, 1982; Cattin *et al.*, 1982), the brands' producer's country (Agrawal and Kamakura, 1999), country image (Balestrini and Gamble, 2006), and country of manufacturer, country of assembly, country of parts, country of design, country of corporation ownership (Ahmed *et al.*, 2004; Showers and Showers, 2009; Sinrungtam, 2013). Therefore, the COC is considered as the last stimulus that influences the process of the positive attitude formation of the society toward the green products. It is because there is still the variety of understandings about the COC (Bilkey and Nes, 1982; Cattin *et al.*, 1982; Agrawal and Kamakura, 1999; Showers and Showers, 2009; Sinrungtam, 2013). This condition needs the further exploration to understand the meanings of COC.

The previous studies indicated the influence difference of the COC in the consumer decision making (Kinra, 2006; Batra *et al.*, 2000; Magsusson *et al.*, 2011). On one side, COC was perceived as not influencing the consumers' decisions (Kinra, 2006); on the contrary, on the other side, COC influenced the consumers' decisions (Sinrungtam, 2013). In this research, COC is considered as the variable that has the role to strengthen or weaken the relationship between the green brand perception and green price fairness of the society positive attitude toward the green products. It is because the previous studies still indicated the various understandings and influences from the COC variable in the consumer decision making; so the further exploration is needed about the COC's role in the process of the positive attitude formation of the society toward the green products.

METHODOLOGY

This study is exploratory because it searches the understanding of the individual's perception about the stimuli that form the individual's positive attitude toward the green products. The qualitative deep interview was used to get the same understandings about the variables conceptualized in the study. Fifteen informants were recruited from several public areas such as campus', offices, and shopping places in Yogyakarta City based on the individual's interest in the green products. The interview was done in the areas chosen as long as April, May, and June 2015. The informants were interviewed not by using the demography criteria and voluntarily. Seven males and eight females participated in this interview. The interview was done semi-structured, guided by a number of questions in the way of face-to-face with the informants. The interview results were documented by tape recorder as the media. The interpretative approach was used to analyze the interview results; that was through the involvement of the inductive thinking process by understanding the research subjects, balancing the findings with the interpretation that had conception based on the relevant theoretical reviews and empirical reviews, and doing the coherent concept testing. Finally the findings are presented in the next section.

FINDINGS AND DISCUSSIONS

Definition of Green Products

The interview results indicate that individuals still had the various opinions about the understanding of the green products; but there are 2 things related with the meanings of the green products, those are (1) the products focused in the environment and (2) the products focused in health. It is because the individual, who understands the green products as the products focused in environment, cares with the environment through the actions not to damage the environment and not to pollute the environment. When individuals were asked

about “what they knew about the green products”, so the participants who cared the environment can be explained as follows:

- I.1 : “... products do not damage or pollute environment”.
- I.2 : “...products care with environment’s safety”.
- I.11: “...products do not have negative effects toward air, surrounding environment”.
- I.13: “Products do not affect negatively living beings’ continuation, do not damage environment, materials do not pollute environment, products are made without polluting and damaging living environment. Production process and waste materials do not damage environment”.

This explanation implies that individual realized the consequences of the consumed products. This interview are consistent with Ottman’s study (1997) in Ottman *et al* (2006) and Terengana *et al* (2013) who described the green products as the products that protected or improved the realm environment, and the products that had minimal impacts on the environment. The next explanation about the meanings of the green products can be shown as follows:

- I.9 : “... products which process from beginning until created have already minimalize environment damage aspect so becoming environment-friendly products.
- I.10: “... products which process from production until packaging care environment problems; it means that there is tendency that goods can be reduced, reused and recycled. Or not causing harmful effects toward surrounding environment and users”.

This answers indicate that individuals realized the results caused by the production process of the green products, so it does not support Lim *et al*’s study (2013) that stated that consumers just realized the consequences of the uses of the green products, but ignored the situation and production process. Furthermore, the explanation that understands the green products as the safe products for environment can be shown as follows:

- I.5 : “... products that are environment-friendly, safe toward environment, do not damage environment. Products that can be reduced, reused, recycled”.
- I.6 : “... products do not damage environment, can be recycled”.
- I.15: “... products are environment-friendly, can be recycled, do not pollute and do not damage environment”.

This exposure is consistent with Durif *et al*'s study (2010) that stated the green products as the products that used the sources that could be recycled that minimalized the environment damage, and reduced the environment impacts, could be reused, and could be recycled. Then the answer related with the green products as the products focused on health can be shown as follows:

- I.3 : "... products are environment-friendly and healthy for environment and users".
- I.4 : "... products are environment-friendly and not harmful for health mainly human beings' health".

This explanation is consistent with Sangkumchaliang and Huang's study (2012) that showed that consumers judged the green products because the hope of becoming healthier and environment-friendly production.

Familiar Green Products

The second question was about "what kinds of products that were relatively known by individuals". It was intended to give the researcher insight about the kinds of the green products that were familiar with the consumers in the market. The interview results showed some interviewed individuals were relatively familiar with the green products such as the electronics, food materials, and automotive products. Below is the explanation of the interview results.

- I.1 : "... first, food products; second, electronics (uses of lamps with low voltage), flat televisions with low voltage, refrigerators with no CFC".
- I.3 : "...products of food, vegetables, other food materials, rice, fruits, vitamins, nutrition, include medicines and electronics (such as refrigerators, computers' monitor screens, televisions, lamps)".
- I.4 : "...food, vegetables, fruits, low voltage lamps (electronics), LED televisions, lower voltage".
- I.6 : "...light steel, energy-saving automotive products, electronics: uses of energy-saving lamps, low voltage LED, but brighter lighting in long time and energy-saving, in offices: paper uses' reduction such as meeting invitations that are replaced with sms".
- I.7 : "...food products, electronics' uses of high radiation tubes of high electric waste

- are shifted into LED, vehicles that avoid emission effects”.
- I.8 : “...organic rice, electronics with flat screen and lower radiation, usual AC is replaced with AC with eco label”.
- I.13: “...vegetables with holes/free from pesticides, organic rice (brown rice), watches from wood materials and metal only in machines”.
- I.15: “...products of bathroom’s cleaner that do not use prohibited substances, energy-saving electronics (LED). Low voltage refrigerators. Energy-saving AC”.

This explanation indicates that most consumers recognized enough the green food products such as the products with the organic materials. It is supported by Tsakiridou *et al* (2008); Salleh *et al* (2010); Wee *et al* (2014)’s studies that attempts to gain knowledge the organic products and to help marketers develop marketing strategies. A part of the individuals was relative familiar with the saving-energy electronics such as lamps, refrigerators, televisions, and fans. It was because lamps, fans, and televisions could have low voltage until saving energy (*low watt - save energy*). These individuals had the perception that the tools that could save energy included in the green products’ category. Furthermore, a part of the other individuals was relative familiar with the LED televisions with the low radiation effect, non CFC refrigerators, and green ACs with *eco labels*. This explanation is supported by Teranggana *et al.*’s study (2013) that indicated that trust influenced individuals’ attitudes toward green AC products. But little part of individuals recognized the saving-fuel automotive and fuel with the minimal lead effect as the green products. The interview explanation can be shown as follows:

- I.7 : “...vehicles that avoid emission. Expelled smoke does not pollute environment”.
- I.9 : “...fuel with final waste minimalized from premium to pertamax”.

This explanation is consistent with Yusof *et al.*’s study (2013) that stated that consumers’ responsibility feeling toward environment influenced consumers’ perception on environment-friendly cars.

Green Brands' Information

The next explanation is to answer the question of “From which sources does individual know about the green-symbolized brands?”. The interview results indicated that individuals knew the information of the brands or green products from various media such as the marketers' promotion through electronic media (such as television), printed media (such as newspaper, magazine), salespersons, and packages. A part of individuals got the green brands' information from the products themselves such as labels and packages. The interview results' explanation can be shown as follows:

I.2 : “...consumers sometimes get information including green products from producers usually from products' suspect”.

I.14: “...from writings in packages or products' labels. There are organic plastic packages with triangle symbols for vegetables”.

This explanation is consistent with Hartmann and Ibañez (2006); Schmitt (2012) and Kong *et al* (2014)'s studies that green brands' perception could be strengthened by emotional values in the products by giving green labels (*eco labeling*) and green packages, mainly giving symbols or logos' that characterized green products. Meanwhile a part of participants got the products or green brands' information from the surrounding people such as from the assembly in schools and friends. The interview explanation can be shown as follows.

I.10: “...in schools' events such as writings of go green on t-shirts for *family gathering*, from parents in schools”.

I.11: “...packages – triangles, writings on products' manuals, promotions, newspapers' readings, internet, friends' info, billboards”.

Green Brand Perception

Commonly green products can be known from products' characteristics or green-symbolized brands/products. The next question is related with “how does individual know that a product or brand has green symbol”. The interview results indicate that individuals

know products or green brands from labels and/or products' packages. Next, the answers' quotation from the participants:

- I.4 : "... from certain logos or labels (such as herbals), electronics with low-energy, low-radiation codes".
- I.5 : "...clear writings of environment-friendly and certain signs/symbols/logos such as triangles in products' packages. Logos, symbols, packaging".
- I.6 : "... little size in packages with big character of people who used products and experienced that products had environment-friendly effects".
- I.7 : "... there is information in packages that can be emerged such as symbols on food".
- I.10: "... in packages. Detergent with green labels. Recycled papers with eco-writings in front. Beautiful food packages or separated organic foods' places".
- I.12: "...packages – of arrow triangles showing recycled, writings on products' manual such as low watt".
- I.13: "...there is writings in products' packages/labels. There are triangle symbols on organic vegetables/packages. The fresher of the greenness of organics".

This answer is consistent with Kong *et al*'s study (2014) that stated that consumers' perception on environment-friendly labels (*eco labels*) influenced positively consumers' buying decisions. But several participants understood green brands by seeing certain logos or symbols attached on the products; a small part of individuals could explain the logos, such as arrow triangle, *eco in paper*, *eco labeling*, and *safe energy* logos. It can be explained in the answers as follows.

- I.8 : "...there are environment-friendly signs of eco-labeling signs/symbols on electronics in shops. Foods such as organic rice have green signs in their packages".
- I.10: "... recycled paper has *eco in paper* at front".
- I.12: "...packages – arrow triangles showing *recycle*, writings on products' manual such as low watt".
- I.13: "...there are writings in products' packages/labels. On vegetables' plastics/organic packages, there are triangles symbols. The greenness of organics is fresher".

Relationship between Green Brands' Perceptions and Consumers' Attitudes

Based on individuals' understanding on green perceived brands, so the next question was "Do green-perceived brands influence individuals' interest in green brands?". The interview results indicate that the whole participants felt that the green-perceived brands influenced their interest in the green products. It was because individuals realized that the

green products did not affect the environmental damage and made the users healthy so the green products were perceived healthier, better, and more qualified. This statement is consistent with Sangkumchaliang and Huang (2012) and Kong *et al.* (2014)'s studies that the greener the products are perceived, the more certain that the products have quality, mainly the products' brands perceived stronger and healthier.

From the explanation of the green brands and their relationship with the individuals' positive attitudes toward the green products, the propositions are proposed as follows:

P1: The higher the consumers' perceptions on the green brands are, the higher the society positive attitudes toward the green products are.

Green Price Fairness

The next question was intended to know "how should the green products be appreciated" by individuals. The interview quotations results indicate that most participants hoped that the green products did not have to be expensive so they could be afforded by society. Individuals regarded that in the beginning of the green products' introduction with the relative expensive prices, the prices were still regarded as normal with the assumption that the prices' differences were not much different from the non-green products' prices. But in the following time, the green products known by consumers could be cheaper. The participants' answers' explanation can be shown as follows.

- I.1 : "...until today, it is known that green products are relative expensive; if possible, they should not be too expensive to make the society easy to use or afford the products. If not, they will not be bought".
- I.3 : "...Green products must not always be expensive. Cosmetic products must not always be expensive because made of local ingredients, not necessary to be imported".
- I.4 : "...because our country is still not very developed and not developed country so green products are not too expensive compared with non-organics".
- I.12: "...if there are more than one green product, the chosen one is the cheapest".

The explanation shows that individuals wanted the relative cheap green products that could be afforded. It is consistent with Lichtenstein *et al* (1993)'s studies that prices could emerge positive or negative perspective in consumers' buying decisions. If the prices were high, the products' quantity was sold lowly; on the contrary, if the prices were low, the products' quantity was sold highly. It is also supported by Sachdev (2011)'s study that consumers did not buy products if prices were high. But a part of individuals still said that it was normal if the green products were more expensive than the non-green products. It was because of the high technology, imported materials, and different processes from the non-green products' ones, and it needed researches and advertisements. This participants' answers' explanation can be shown as follows.

- I.3 : "...with sophisticated technology, products become more expensive; it can be accepted because the more expensive production costs and technology are. Green products are priced in accordance with materials and technology used. Expensive prices will be normal if feeling effects/impacts in not too long time".
- I.4: "...It is normal to be more expensive because the different processes from the conventional ones, as long as not too expensive. It is normal if not too different from non-greens".
- I.11: "...because of the high cost of technology, it is normal if prices of green products are more expensive, but ways need to be found to make prices cheaper in the future. They produce not too many so prices are more expensive, moreover packages are different, treatments are different".
- I.15: "...It is normal because they need advertisements and money for the innovations. At one time, products' mass will decrease by themselves. They need researches and markets' penetration is still low".

The above explanation is consistent with Kahneman *et al* (1986); Ahmat *et al* (2011) and Khandelwal and Bajpai (2012)'s studies that normal-perceived prices by consumers could influence consumers' attitudes and buying decisions. This result is also supported by Laroche *et al* (2001)'s studies that although products were more expensive, they gave additional values; so consumers were still willing to buy.

Relationship between Green Price Fairness and Attitudes

Furthermore, after individuals were able to explain the green products' prices, individuals were asked to explain "do prices become the determinant variable in liking the green products". The interview results indicate that most individuals stated prices as the determinant variable that became the consideration before deciding to buy green products, although prices were not the main considerations in buying. It was because most individuals were encouraged to like the green products because they regarded that the prices of the green products were relative normal or regarded not too far different from the non-green products' prices. This statement is supported by Campbell (1999)'s study that the consequences of the abnormal prices could direct to negative behaviors. This explanation is consistent with Khandelwal and Bajpai (2012)'s study that there was the positive influence between the prices' fittingness and consumers' positive attitudes.

Next, a small part of individuals were interested with green products because realizing that green products had better quality than non-green products. It is consistent with Lichtenstein *et al* (1993)'s study that prices influenced buying decisions if prices were identical with products' quality. Although it is belief that green products have the better quality, a part of individuals still considers prices when facing the other kinds of the green products' alternatives. Individuals like the cheaper green products more. It is consistent with Daskalopoulou and Petrou (2006)'s study that the increase of consumers' expense was related positively with the perception of price fairness. But a small part of individuals are interested with green products because green products' prices are affordable. From the answers, it is shown that individuals still consider prices in liking green products so the proposition can be developed as follows:

P2: The higher the Fairness of the green products' prices is, the higher the society's positive attitudes toward green products are.

Relationship between Country of Origin and Attitudes

The next interview quotation was about “is the COC attached to a green product becomes the individual’s consideration in liking the green products”. The interview results indicated that a part of participants considered the COC in liking the green products. It was shown in certain green products such as automotive and electronics because a part of participants considered certain countries, such as Europe, Japan, South Korea in choosing products. Participants considered the countries as the countries that paid attention to the quality of products’ development. This statement is consistent with Agrawal and Kamakura (1999); Balestrini and Gamble (2006); Magnusson *et al* (2011)’s studies that products’ COC indicated country’s impression that finally influenced consumers’ attitude toward a brand or product. The explanation of the interview results can be shown as follows:

- I.1 : “...electronic products from Japan must be good, more expensive, more long-lasting, and more trustable. Local products as food products that are more familiar can be made superior green products”.
- I.2 : “...green products from West European, Japan are still trusted, but from China, Malaysia are still not trusted”.
- I.4 : “...electronics from Japan are more in the market. From Japan will be chosen more rather than China because of the better quality”.
- I.9 : “...electronic products from European or Japan have certain qualification because of quality”.

But a small part of participants considered to choose the local electronic products or from certain countries in their decisions. The participants were still uncertain with the green products of the certain countries. It was because the less good information accepted by the participants related with the products produced by the countries. This condition is consistent with Chao (2005)’s study that COC was used as the sign to value products and their attributes. Also Kabadayi and Lerman (2011); Chang *et al* (2013)’s studies that stated that COC influenced judgments and consumers’ buying intentions toward foreign products. Next, a small part of participants did not consider the COC of the green products. The answers

explanation indicates that COC are still considered by consumers in liking green products.

Next the explanation:

- I.2 : "...West European, Japan green products are still rather trusted, but China, Malaysia ones are still not trusted".
- I.5 : "...automotive, electronics are still influenced by origin countries. For foods, local products are still trusted".
- I.8 : "...examples of AC products made in China vs Korea vs Japan. With the same green labels, not from China are chosen".
- I.11: "...not influencing, but China products still need consideration. It is okay for local brands such as Politron and Maspion".
- I.14: "...must be careful in buying products from China. There is bad news of China products".

Country of Origin Image

The last question was intended to know "how does individual's image when seeing product or brand from COC at the first time". The interview results indicate that participants had different impressions on products or green brands produced by certain countries. A part of participants had products or green brands impression from certain countries as more qualified, especially produced by developed countries. It was because developed countries had applied the good quality system control to their products. Several other participants gave the impressions of products' making process of the developed countries with high technology. Also several participants had products or green brands impressions of certain countries as products that were comfortable, reliable, with good performances, low operational costs, and high prices if re-sold. It is consistent with Kaynak *et al* (2000)'s study that electronic products were regarded as advantageous by consumers if the products were from Japan, Germany, and USA. The answers explanation can be shown as follows:

- I.1 : "...when knowing that electronic products are from Japan, a large part trust and like products; people know that European's cars are safer, more comfortable, although the problem is the expensive prices".
- I.2 : "...still trust developed countries' products because of technology and deep researches about products' protection".
- I.3 : "...control facilities of products' quality of developed countries are commonly more qualified; it is different from developing or under-developed countries, because of

- lower quality, lower guarantee, although it is not right 100%. Good facilities are more possible to exist in developed countries”.
- I.5 : “...technology, usability, and reliability aspects. But local food products are still more trusted. China products have impressions of easy to damage, not long-lasting, although cheaper. China products, mainly foods, are poisonous”.
- I.6 : “Brands influence our perception so brands can be perceived good or bad according to experiences. Japan’s automotive pays attention to performance in a long time. But several countries have disarrayed automotive”.
- I.7 : “...Developed countries have good qualities, good images, but certain countries still need considerations. China has impression of bad products’ producer”.
- I.8 : “...China products are less reliable, low durable for electronics. Automotive is less than 1000 cc, although with the same environment-friendly label. Japan or Europeans will be chosen more because of reliability”.
- I.10: “...products with better quality will influence interest level. Toiletries products will not give influence because the goods are easy to get. Indonesia is still in food level, so food products will be chosen more”.

Propositions can be developed from the explanation as follows:

- P3: The higher the origin country is perceived by consumers, the stronger the influence of green brand perceptions and society positive attitudes toward green products.
- P4: The higher the origin country is perceived by consumers, the stronger the influence of prices’ fittingness on society positive attitudes toward green products.

Relationship pattern is developed from 4 propositions and research model is formed.

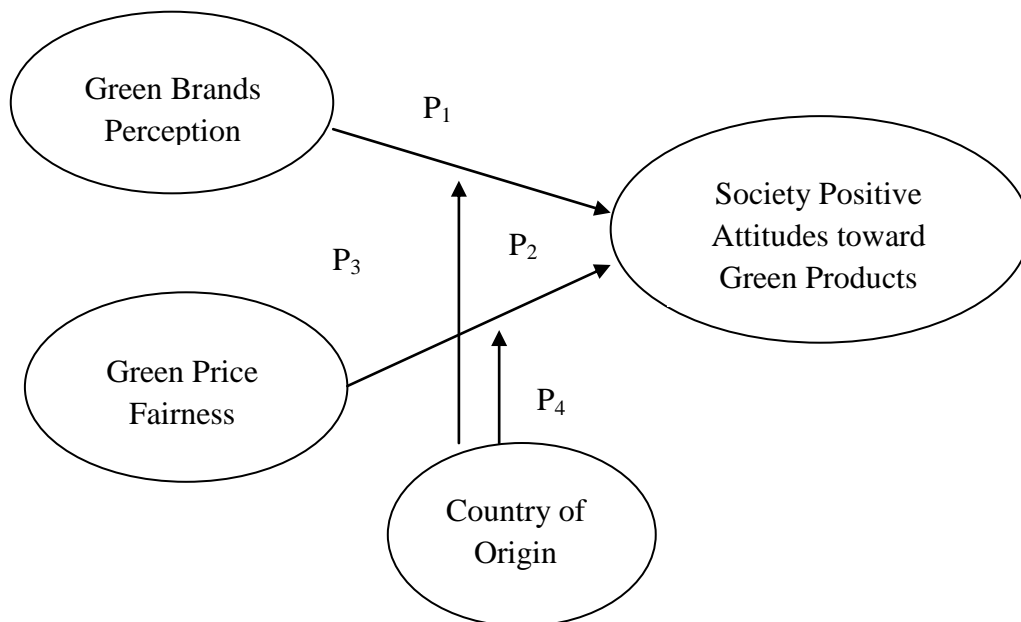


Figure 1. Developed Model Framework

CONCLUSIONS AND IMPLICATIONS

The findings of this study give a model framework that form the process of the society positive attitude toward green products. Moreover, three stimuli were included in this model to develop the positive attitude toward green products, those are green brand perception, green price fairness, and country of origin.

Our results indicate that individuals expects the green products as the healthier, not damaging the environment, and not polluting the environment products, and the production process minimalizes the environment damage through the actions of 3R – reduce, reuse and recycle. Furthermore, individuals are relative familiar with green products such as energy-saving electronics, organic food materials, and automotive that minimalizes lead impacts, but individuals still perceive green brands only from labels and packages attached to the products. Individuals who positively perceive green products will like green products.

The study argues that individuals still regard the more expensive prices of green products than non-green products as normal, but still hope the not expensive prices of green products in the future so they can be afforded by much society. Individuals who regard green products' prices as normal or fair will like green products. Nevertheless, individuals consider the COC in liking green products especially electronics and automotive.

Furthermore, the study suggests several implications theoretically and practically, and for the future research(s). Study' implication theoretically suggest that the constructed and explored variables in the study involve green brands perception, green price fairness, country of origin; it is hope that they can explain the phenomenon of the formation of society's positive attitudes toward green products. Study implication practically suggest that this research is expected to be the first study to give insight to the marketers in developing consumers' interest in green products through the stimuli related with variables developed in this research. Finally, study implication in continuation study suggest that this research is

expected to be continued in the future research(es) by testing propositions and developed model.

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