STUDY OF GOOD CAUSE PURCHASE IN INDONESIA

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ABSTRACT

Nowadays, consumers are more aware and interested in products that have a good cause, such as charity and fair trade. The study focuses on linking the literature review on green product purchase intention with the big data taken from a survey conducted by the Indonesian private survey firm, Jakpat, in 2017. The survey results reflect the views of 1,114 Indonesian consumers on good cause purchase. The demographics of the respondents are nationwide. Most of them are Muslim working-class men aged 20–25 years old and hold high school and bachelor's degrees. Respondents mostly come from major cities such as DKI Jakarta, West Java, Central Java, and East Java. The study results revealed that the perceived benefits of green products to Indonesian consumers are safe ingredients, a safe manufacturing process, and a sense that they support fair trade practices. Second, Indonesian consumers support good causes such as education and health care for the poor, lowering the number of people living in extreme poverty and hunger, as well as donating to disaster relief. Third, Indonesian consumers are willing to pay more for organic food and personal care products than any other sustainable products. Fourth, Indonesian consumers are concerned about the manufacturing and production of green products, as well as the well-being of those who make them. In addition, the study makes several recommendations for sustainable entrepreneurs in terms of good cause marketing content strategy. The insights are relevant to Balinese because in recent years various sustainable brands have emerged in Bali. Finally, this study contributes to the existing body of knowledge about green product purchasing intentions.

Keywords: good cause purchase, purchase intention, green products.

1 INTRODUCTION

The ever-growing business and production activities pollute and harm the natural environment, wildlife, and crops. Human desires are unlimited in this world, but resources are finite. It is therefore inevitable that global society will begin to pay attention to sustainable solutions that have a good cause for society and the environment. The Brundtland Commission of the United Nations defined sustainability as "the capacity to meet the needs of today's population without compromising the ability of future generations to meet their own needs." (Brundtland, 1987).

According to Rozensher (2013), attention to good cause marketing began when American Express launched a marketing campaign in 1984, 'Give a penny to the restoration of liberty statue for each card member transaction.' Since then, the promise of cause marketing has attracted attention both to profits for marketers seeking to enhance corporate image in order to increase sales and profits, and to non-profit for charity needs. Figure 1 shows that the number of brands that have launched cause marketing initiatives has increased over the last five years.
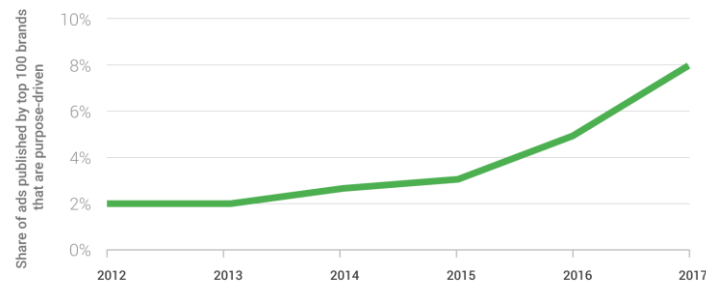
Figure 1 Growth Cause Marketing Initiatives Among Top 100 Brands

Source: Thinkwithgoogle.Com, 2017

Women's empowerment is the most common theme among all the good cause marketing campaigns created by the top 100 brands like Nike and P&G (see figure 2).
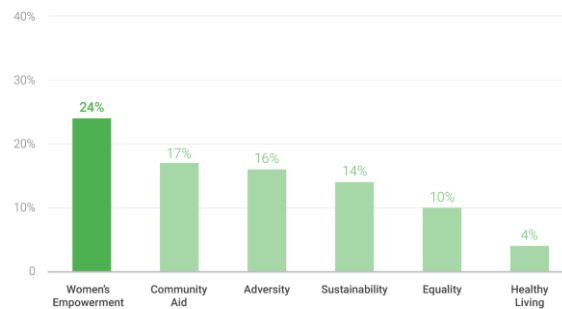

Figure 2 Most-Published Causes Among Videos of Top 100 Brands

Source: Thinkwithgoogle.Com, 2017

In the context of sustainability, good cause marketing is becoming increasingly popular in the context of sustainability. It is a marketing concept in which a company promises to make a charitable donation based on product sales. Also known as "You buy, and we'll give." (Organ, 2017). There are three types of good cause marketing: 'Company that sells the product and donates a certain amount of its profits to charity; company that sells the product and shares information on certain social issues; company that sells the product and pays fair trade (Tania., 2017).

The good cause marketing that leads to purchase intention has rarely discussed. Hence, the discussion about good cause marketing has led us to these research questions: How is the concept of good cause purchase perceived by Indonesian consumers? The study aims to provide sustainable entrepreneurs with insights about marketing campaign that lead consumers to purchase intent.

2 RESEARCH METODOLOGY

This research employs a qualitative paradigm with an exploratory research design. The study is exploratory in nature because of research problem have not yet been thoroughly investigated previously (Gumulya et al., 2022). The research was conducted in two core parts, as shown in figure 3. As a method, literature review first identified the key constructs that lead to green product purchase intention. The constructs were organized and clustered into themes. The second part of the study was reviewing survey results from Indonesia marketer Jakpat Big Data about good cause purchases. The results were connected and discussed with existing literatures. Finally, based on the discussion, the authors formulate research recommendations for Indonesian sustainable entrepreneurs.
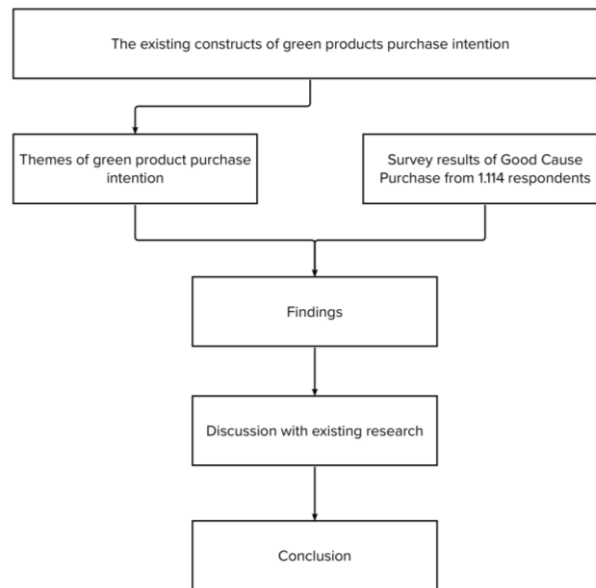
Figure 3 Research Design

3 RELATED RESEARCH

The focus of the study is the perceive of good cause purchase by Indonesian consumers, so we compile existing research about green product purchase intentions, that explains reasons and motivations of consumers buying green product.

Table 1 Previous Research About Good Cause Purchase

Title	Author	Method	Result
"The Antecedents of Consumer Eco-Friendly Vehicles Purchase Behavior in United Arab Emirates: The Roles of Perception, Personality Innovativeness and Sustainability"	(Anjam et al., 2020)	Structure equation modeling Number of data 312	"The positive impacts of perceived monetary benefit and perceived environment on eco-friendly vehicles purchase behavior-purchase intention." "The positive impacts of personal innovativeness on eco-friendly vehicles purchase behavior-purchase intention." "The negative impact of perceived risk and perceived fee on eco-friendly vehicles purchase behavior-purchase intention." "Personality as one of the most important factors that influences EFV-purchase intention."
"Why Not Green Marketing? Determinates of Consumers' Intention to Green Purchase Decision in a New Developing Nation"	(Nekmahmud & Fekete-Farkas, 2020)	Structure equation modeling Number of data 638	"Consumers' environmental concern (EC), green perceived benefits (GPB), green awareness of price (GAP), green willingness to purchase (GWP), and future estimation of green marketing (GFE) has a strong positive influence on consumer' green purchase decision (GPD). While, the green perceived quality (GPQ) has a negative influence on green purchase decisions (GPD)."
"Values and Planned Behaviour of the Romanian Organic Food Consumer"	(Fleseriu et al., 2020)	Structure equation modeling Number of data 325	"Health consciousness, personal attitude influences organic food purchase intention directly. Environmental concerns, social consciousness, perception of quality and lifestyle don't affect buying intention directly."
"Values and Green	(Jan et al.,	Structure	"The health and safety values of green

Product Purchase Behavior: The Moderating Eects of the Role of Government and Media Exposure."	2019)	equation modeling Number of data 238	product have positively influenced the green product buying attitude. Moreover, the buying attitude of consumers has a significant positive effect on green product purchase behavior. The role of government and media exposure have significantly moderated the relationship between safety value and buying attitude of green product."
"Green Food Product Purchase Intention: Factors Influencing Malaysian Consumers "	(Yogananda & Nair, 2019)	Structure equation modeling Number of data 234	"Environmental concern (EC) Subjective Norm (SN), Perceived Behavioral Control (PBC), and Health Consciousness (HC) had a significant relationship to Intent to Purchase (ITP) green food products."
"Antecedents of Consumers' Green Purchase Intention: An Integrated Approach"	(Sherwani & Ali, 2017)	Structure equation modeling Number of data 85	"Perceived product quality has positive effects on green brand satisfaction, green brand trust, green brand loyalty and green brand purchase intention. At the same time, it was revealed that green brand satisfaction, green brand trust and green brand loyalty have positive effects on consumers green brand purchase intention."
"Determinants of Fair Trade Product Purchase Intention of Dutch Consumers According to the Extended Theory of Planned Behavior"	(Beldad & Hegner, 2018)	Structure equation modeling Number of data 499	"Attitude, subjective norm, and perceived behavioral control significantly influence those consumers' Fair Trade product purchase intention (except for male consumers in which perceived behavioral control has no effect at all)."
"Ethical Behaviour: Factors Influencing Intention To Buy Organic Products In Lithuania"	(Kavaliauskė & Ubartaitė, 2014)	Structure equation modeling Number of data 406	"The influence of consumer ethical beliefs, concern about product safety, concern about health, and two moderating variables: product price and product availability, on the intention to buy organic products."
"Cause-related marketing: An experimental study about how the product type and the perceived fit may influence the consumer response"	(Melero & Montaner, 2016)	Experimental factorial design	"The nature of how a product is promoted in the cause-related marketing campaign influences both brand attitude and purchase intention. Specifically, the attitude towards the brand was greater for the hedonic products than the utilitarian ones. By contrast, cause-related marketing campaigns linked to utilitarian products lead to higher purchase intentions. In addition, perceived fit between the product and the cause seems to play a key role, as this variable positively influences both the credibility of the campaign and the attitude towards the brand. "
"Ethical Business Practices And Consumers' Purchase Intentions For A Fast Moving Consumer Good In Hong Kong"	(Leung et al., 2013)	Structure equation modeling Number of data 216	"Ethical business practice can have a large effect on purchase intentions because consumers see ethical behavior as a baseline expectation, businesses may benefit from proactively disclosing their ethical policies ." Items for ethical business practice: 1. Firms' ethical marketplace dealings 2. Expectation on firms to act ethical consecutively 3. It is normal for firms to be unethical sometimes 4. Firms' responsibility to ever act unethically. 5. Firms' responsibility to try to act with the highest ethical standards.

From previous research study, it can be analyzed that good cause products are green products, organic products, fair-trade products, or anything that promote sustainability like

environmental packaging, and so on. Most of the research adopt structural equation modelling approach with a data less than 1000. All the constructs from previous research can be grouped into four major constructs that drive the good cause product purchase intention which are perceived green values, personal factors, perceived costs and sustainability orientation.

Table 2 Summary of factors affecting green product purchase intention

Perceived Green Values	Personal Factors	Perceived Costs	Consumer Sustainability orientation
Perceived benefit,	Personality	Perceived risk	Health consciousness
Green perceived benefits	Personal attitude	Perceived fee	Concern about health
Green perceived quality	Personal innovativeness	Green awareness of price	Environmental concerns
Perception of quality	Attitude		Social consciousness
Perceived product quality	Subjective norm		Consumer ethical beliefs
Product safety	Perceived behavior control		Ethical business practice
Health and safety values			

The big data used on this paper are collected from a private Indonesian survey company name Jakpat. The dataset has creative common license where public can download the big data freely and personalized the data to their needs. The survey was a nationwide survey collected in 2016 with a number 1144 samples with 139 attributes make a total of 155,263 dataset (Tania., 2017).

Demographic Characteristics
The demographic characteristics of the sample are described below in table 3. Many of the respondents are male (56.58%); 50.9% are 20-25 years of age; most of respondents are high school (41.38%) and bachelor's degree graduates (40.57%) and are from the working class (63.11%). Monthly spending is about USD 101-200 (32.85%); and 55.66% of the respondents come from DKI Jakarta, West Java, Central Java, and East Java; 78.82% of respondents are Muslim. 32% respondents in this survey have heard about the concept and understand the good cause marketing. May these demographics able to highlight the correct picture of Indonesian population and represent its people behavior of buying green products.

Table 3 Survey Demography

Measure	Item	Number	Percentage
Gender	Male	608	54.58%
	Female	506	45.42%
Age	20-25	567	50.90%
	26-29	249	22.35%
	30-35	212	19.03%
	36-39	59	5.3%
	40-45	27	2.42%
Education	Elementary	12	1.08%
	Junior High	29	2.60%
	High School	461	41.38%
	Diploma 1 Year	23	2.06%
	Diploma 2 Year	7	0.63%
	Diploma 3 Year	89	7.93%
	Bachelor's degree	452	40.57%
	Master's degree	30	2.69%
Occupation	Students	22	1.97%
	College Students	231	20.74%
	Financial Banking Audits	72	6.46%
	Human Resources	20	1.8%
	Advertising and PR	3	0.27%
	Art	10	0.90%
	Architecture and construction	30	2.69%
	IT- Software	43	3.86%
	IT-Hardware	14	1.26%
	Education and Research	83	7.45%
	Mining	10	0.90%
	Health and Pharmacy	60	5.39%
	Tourism	16	1.44%
	Manufacturing	37	3.32%
	Marketing	50	4.49%
	Media and Journalism	9	0.81%
	Law	14	1.26%
	Publishing	5	0.45%
	Printing	14	1.26%
	Food and Beverage, Restaurant, Cafe	41	3.68%
	Security	6	0.54%
	Retail	42	3.77%
	Unemployed	124	11.13%
Monthly Spending	< USD 100	301	27.02%
	USD 101 - 200	366	32.85%
	USD 201 - 300	241	21.63%
	USD 301 - 500	146	13.11%
	USD 501 - 750	35	3.14%
	> USD 750	25	2.24%
Socioeconomic Status (SES)	Upper 1	156	14.00%
	Upper 2	311	27.92%

	Middle 1	361	32.41%
	Middle 2	184	16.52%
	Lower 1	99	8.89%
	Lower 2	3	0.27%
Province	DKI Jakarta	144	12.93%
	West Java	180	16.16%
	Central Java	121	10.86%
	DI Yogyakarta	43	3.86%
	East Java	175	15.71%
	Banten	51	4.58%
	Bali	25	2.24%
	West Sumatera	16	1.44%
	Riau	21	1.89%
	Jambi	10	0.90%
	Southern Sumatera	38	3.41%
	Bengkulu	7	0.63%
	Lampung	43	3.86%
	Kepulauan Bangka Belitung	5	0.45%
	Riau	8	0.72%
	North Kalimantan	4	0.36%
	West Kalimantan	23	2.06%
	Central Kalimantan	5	0.45%
	South Kalimantan	8	0.72%
	East Kalimantan	21	1.89%
	North Sulawesi	2	0.18%
	Central Sulawesi	1	0.09%
	South Sulawesi	42	3.77%
	South East Sulawesi	11	0.99%
	Gorontalo	1	0.09%
	East Nusa Tenggara	3	0.27%
	West Nusa Tenggara	8	0.72%
	Maluku	3	0.27%
	Papua	3	0.27%
	West Papua	4	0.36%
Religion	Muslim	878	78.82%
	Catholic	63	5.66%
	Christian	105	9.43%
	Hinduism	24	2.15%
	Buddha	44	3.955%
Good cause marketing product consumers bought	Fast food bought by male	127	70.17%
	Fast food bought by female	60	42.55%
	Body care product bought by female	85	60.28%
	Body care product bought by male	71	39.23%
Consumers knowledge of good cause	"Company that sell product and	240	66.85%

marketing	donate certain amount of their profit for charity."		
	"Company that sell product and share information about certain social issue."	42	11.7%
	"Company that sell product and pay fair trade to their employees and partner."	76	21.17%
Consumer willingness to pay extra for purchasing products from company that committed to supporting good cause	Yes	683	61.31%
	No	431	38.69%

4 RESULTS AND DISCUSSION

The survey highlights several points:

1. 61% of Indonesian consumers are willing to pay more for products from companies committed to supporting good cause issues.
2. Although most respondents have a willingness to pay for products that support good causes, the concept of good cause marketing is new to them. 29% of respondents have experience of buying good cause marketing products.
3. The data shows that men prefer food to body care products for good reason, and women are the opposite; they prefer body care to food.
4. The five leading issues that attract respondents to buy good-cause marketing products are education (61%), health (55%), hunger and poverty (29%), and disaster relief (47%).
5. Good cause marketing initiatives provide many benefits to brands, including increased brand positive image (69%), higher trust in brand quality (44%), willingness to recommend brand to others (32%), brand loyalty (26%), and purchasing more products from the brand (15%).
6. Good cause marketing initiatives lead to several customer responses as follows: recommending the brands to friends and family (62%), promoting the brand on social media (32%), switching their currently used brand to that brand (31%), and participating in the event/program arranged by the brand (29%).
7. The most interesting, good cause marketing initiatives perceived by customers are product transactions with profit donation (55%), charity events (50%), discount codes/coupons with donation program (33%), point redemption for charity (14%), and pledge drives about the issue (10%).
8. 90% of respondents state that they will not buy any products from a brand that is known to contain dangerous ingredients.
9. 95% of respondents state that they will not buy any product that is known as dangerously processed.
10. 91% of respondents will purchase any product from a brand that participates in the fair-trade program.
11. Support for small-business or local suppliers is another concern for most respondents in this survey.
12. The two most popular good cause purchase products are fast food and body care.

The results of the survey are compared to previous research on good cause products. It is founded that survey results can enrich the existing research especially for Indonesian

context. In addition, the findings provide some guidelines for sustainable entrepreneurs and marketers.

Table 4 Findings and Discussion

Factors affecting green product purchase from literature	Survey results	Findings and Discussion
Perceived Green Values	8. 90% of respondents state that they will not buy any products from a brand that is known to contain dangerous ingredients. 9. 95% of respondents state that they will not buy any product that is known as dangerously processed. 10. 91% of respondents will purchase any product from a brand that participates in the fair-trade program.	The perceived benefits of green products to Indonesian consumers are safe ingredients, a safe manufacturing process, and the feeling that they support fair trade practices. The finding that green products give a sense of safety to consumers is supported by (Jan et al., 2019) and (Yogananda & Nair, 2019). The finding supporting fair trade corresponds with the research of (Beldad & Hegner, 2018), who also find that Dutch customers' individual evaluation influences fair trade product purchase intention.
Personal Factors	4. The five leading issues that attract respondents to buy good-cause marketing products are education (61%), health (55%), disaster relief (47%), and hunger and poverty (29%).	Good causes that touch Indonesian consumers on personal level are brands that provide education and health for the poor, help alleviate hunger and poverty, and give donation for disaster relief. The finding of good causes that speaks to personal level is supported by (Leung et al., 2013) who finds that ethical business practise affect purchase intention.
Perceived Costs	1. 61% of Indonesian consumers are willing to pay more for products from companies committed to supporting good cause issues. 2. Although most respondents have a willingness to pay for products that support good causes, the concept of good cause marketing is new to them. 29% of respondents have experience of buying good cause marketing products. 12. The two most popular good cause purchase products are fast food and body care.	Among the various green product categories, Indonesian consumers are willing to pay more for green products in the food and body care product categories. This means that Indonesian consumers are more critical of the products they consume or apply to their bodies.
Consumer Sustainability orientation	8. 90% of respondents state that they will not buy any products from a brand that is known to contain dangerous ingredients. 9. 95% of respondents state that they will not buy any product that is known as dangerously processed. 10. 91% of respondents will purchase any product from a brand that participates in the fair-trade program. 11. Support for small-business or local suppliers is another concern for most respondents in this survey.	Indonesian consumers are concerned about how green products are made and produced, as well as the well-being of those who produce them. Indonesian consumers appreciate brands employing locals throughout their supply chain. The concern about green product safety is supported by Kavaliauskė & Ubartaitė, 2014) who also find that Lithuanian consumers are also concerned about product safety and health.

The study results highlight several perceptions regarding good cause purchases for Indonesian consumers: First, the perceived benefits of green products to Indonesian consumers are safe ingredients, safe manufacturing processes, and the feeling that they support fair trade practices. Second, Indonesian customers favor brands that advocate for greater education and health care for the underprivileged. Third, Indonesian consumers are willing to pay more for green products in the food and personal care product categories. Fourth, Indonesian consumers are concerned about how green products are made and produced, as well as the well-being of those who produce them. Indonesian consumers appreciate brands employing locals throughout their supply chain

5   CONCLUSION

The study provides managerial implications for sustainable entrepreneurs (SEs). First, nascent sustainable entrepreneurs should consider food and body care products because Indonesian consumers are willing to pay more for these products. Second, SEs should emphasize the ingredients and manufacturing process of their products more in their marketing campaigns. Third, SEs should explore social missions that support the education and health of the poor. Fourth, SEs should highlight the welfare of the people behind the products. Lastly, SEs should embrace locality. Indonesian consumers appreciate it if the green products are sourced from locals and made by locals.

The current study has several limitations, owing to the fact that it only covers two good cause product categories: body care and fast food, and only 32% of respondents had heard of good cause marketing. Further empirical research must be conducted to build on and elaborate on our findings. The findings show that education, health, poverty, and the welfare of the poorest people are the main concerns for Indonesian people. Hence, we suggest future studies should elaborate on good cause marketing with content on education, health, poverty, and the welfare of the poorest people.

6   ACKNOWLEDGEMENT

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