



Pigmented Rice Niche Market Expansion: Green Consumer Attitudes and Purchase Intention to be Considered

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ABSTRACT

The current global trend leads to a healthy lifestyle related to environmentally friendly and green product consumption. Pigmented rice is one of the most popular healthy food choices for consumption by Indonesian consumers. Information regarding green consumer behavior in the pigmented rice market must be discovered. This study aims to develop alternative marketing activities to expand the niche market of pigmented rice based on green consumer attitudes and factors that influence purchase intention. The sampling method was nonprobability sampling with purposive sampling and snowball sampling techniques. The research data were obtained through an online survey from 309 respondents in several major cities in Indonesia, namely Jakarta, Yogyakarta, Semarang, and Bali. The results showed several factors influencing purchase intention: consumer preference, attitude towards the green product, subjective norm, controlled perceived behavior, environmental knowledge, environmental awareness, and green purchase intention. The recommendations for marketing activities that can be carried out to expand the rice market niche namely conducting promotions by highlighting environmentally-friendly aspects, namely organic labelling, environmentally friendly labels (ecolabel), use of environmentally friendly packaging, adding chemical pesticide-free information, information on nutritional content and health benefits on pigmented rice packaging, making social media and selling using the marketplace.

Keywords: *green consumers attitude, niche market, pigmented rice, purchase intention.*

1. INTRODUCTION

Consumers aware of environmental sustainability will be interested in companies, products, or services that care about the environment [1]. Public awareness is slowly growing to minimize environmental damage and use natural resources efficiently. The increasing awareness and concern for the environment of the world community have raised a green consumerism movement, where the characteristic of this consumer is to consider environmental aspects in consuming a product. Consumers pay attention to using recycled materials or materials that do not cause environmental damage and are not harmful to the health of the human body and livestock [2]. This green consumer movement has encouraged manufacturers to produce green products by including ecolabels on their packaging. The existence of this movement directs human consumption patterns to

consume "go green" products, which from now on are referred to as environmentally friendly products. or so-called green products. A green product or environmentally friendly product is a product that is designed and processed to reduce the effects that pollute the environment, both in production, distribution, and consumption. In the business world, green products have a particular market segment: green consumers. Green consumers are consumers who always buy environmentally friendly products and are actively concerned with environmental problems and solutions for consumers. Green consumers are also defined as those who actively seek and support products that satisfy their needs and have the most negligible environmental impact. If they are faced with a choice between two identical products, they will prefer environmentally friendly products [3]. According to Siringi (2012), a green consumer is an individual whose behavior is

influenced by his concern for the environment, and this is reflected by how the individual searches for, buys, uses, evaluates, and disposes of products [4]. This behavior is called green consumer behavior. Based on this concern for the environment, the behavior of these green consumers is different from consumers in general.

Awareness relationship between food and the possibility of disease has changed consumers' view that food is not only for filling but also for health [5]. One of the healthy food choices that are popularly consumed by people today is pigmented rice. Pigmented rice is rice that has a color pigment due to the presence of anthocyanins. Anthocyanin levels in rice determine the intensity of the dark color and correlate with antioxidant activity [6]. This anthocyanin pigment causes the rice to have a red or black color. The low sugar content in brown rice can lower blood sugar levels. Black rice is considered to be able to reduce cholesterol levels which is a trigger for coronary heart disease and stroke [7].

The existence of a healthy lifestyle trend related to the consumption of environmentally friendly products can be utilized by pigmented rice producers to expand their market niche, especially for green consumers. Pigmented rice products that are considered environmentally friendly are organic pigmented rice. Organic pigmented rice has been widely marketed in Indonesia, but research related to its marketing is still rarely found.

Consumer research is needed in line with the growing trend of healthy lifestyles. It correlates with the consumption of environmentally friendly products, which can be a separate business opportunity for producers especially producers of pigmented rice in seeing opportunities for green consumers. The behavior and purchase intentions of consumers, especially green consumers, are important things to study. In this study, the consumer behavior in question is green consumer behavior, closely related to consumer views that see the importance of a product being environmentally friendly and the problems that affect the level of corporate responsibility [8]. Intention to buy green products is defined as a customer's desire, plan, and the possibility to buy green products. According to [9], consumers who have a positive attitude toward using environmentally friendly products help maintain the natural ecological balance, improve environmental quality, reduce costs in waste management and build the concept of environmental protection, then the intention to use green products will be stronger. This study aims to develop alternative marketing activities to expand the niche market of pigmented rice based on green consumer attitudes and factors influencing purchase intention.

2. METHOD

The sampling method was nonprobability sampling with purposive sampling and snowball sampling

techniques. The research data were obtained through an online survey from 309 respondents in several major cities in Indonesia, namely Jakarta, Yogyakarta, Semarang, and Bali. The choice of city was based on the fact that the marketing of pigmented rice from Yogyakarta was mainly sold to other cities such as Jakarta, Surabaya, Bali, Semarang, and other cities [10]. Consumer surveys are conducted online by distributing questionnaires to consumers known to have a community that cares about the environment and focuses on healthy living, such as organic food activists, healthy food activists, and environmental activists. Consumers who know and have the intention to buy pigmented rice in Yogyakarta, Semarang, Jakarta, and Bali are the respondents in this study.

There are six variables used in this survey. It was arranged based on related research references as listed in Table 1.

Table 1 Research variables

Variable	References
Consumer Preference	[11], [12]
Attitude to green products	[13]–[15]
Subjective norm	[14], [16]
Perceived behavioral control	[14], [17]
Environmental knowledge	[16], [18]
Environmental care	[16]
Green Purchase Intention	[9]

The questionnaire consisted of 15 preliminary questions and 33 statements from each of the variables used in the study, namely consumer preferences, attitudes towards green products, subjective norms, perceived behavioral control, environmental knowledge, and environmental awareness. The questionnaire contains statements with selected answers in the form of a 4-Likert scale.

From a total of 33 statement items, it was found that three statements were invalid and 30 statements were valid. Furthermore, invalid statements are then deleted and not included in the questionnaire.

Descriptive analysis is used to analyze the survey results. The descriptive analysis includes the average and percentage to see the distribution of respondents. Questionnaires that respondents have filled out are then tested for validity and reliability.

Based on the reliability test, it is known that all research variables, namely consumer preferences, attitudes towards green products, subjective norms, perceived behavioral control, environmental knowledge, environmental awareness, and purchase intentions, are reliable and can be continued for distributing questionnaires to respondents or analyzing data.

3. RESULTS AND DISCUSSION

3.1. Respondent Profile

Respondents in this study were obtained through an online survey conducted in March - April 2020 in Jakarta, Yogyakarta, Semarang, and Bali. The total number of respondents obtained from this survey was 309 respondents. There are as many as 198 respondents (64%) female, and as many as 111 respondents (36%) are male. The age group that consumed the most pigmented rice was the age group of 25-34 years, 73% or 226 respondents. Most of them are unmarried; as many as 171 people (55%) are married, there are 72 (23%) people, and those who are married and have children are 67 (22%). Most respondents have the latest undergraduate education, namely as many as 229 people or 77%, followed by respondents with the last postgraduate education as many as 40 people or 13%, junior high/high school as many as 9% or 28 people. Respondents with the last education diploma were three people or 1%. Those show that with a high level of education, consumers are aware of the importance of health, in this case, the purchase of pigmented rice. It is known that most respondents work as private employees, 129 (42%), then students, as many as 48 (16%). Respondents working as entrepreneurs are 38 (12%), and BUMN is 34 (11%). There are 28 civil servants (9%) and 13 people in other occupations (4%). Most respondents have a monthly income above IDR 10,000,000, as many as 83 (27%). It is related to the majority of respondents aged 25-34 years; as many as 73% are of productive age and have a higher education level, namely undergraduate and postgraduate. Most respondents live in Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek), as many as 143 (46%). As many as 26% of respondents live in Yogyakarta, 82 people. Of respondents who live in Semarang, as many as 48 (16%). Respondents who are domiciled in Bali are as many as 36 (12%).

3.2 Green Consumer Attitude of Pigmented Rice

An analysis of the consumer attitude toward pigmented rice was also conducted in the survey. As many as 94% of respondents said they buy brown rice more often than black rice. From 309 respondents, it is known that the number of pigmented rice purchases per month is quite varied; 23% of respondents buy at least 1 kg per month, 52% of respondents buy 2-5 kg per month, and 25% of respondents buy more than 5 kg per month. 53% of respondents consumed pigmented rice mixed with white rice, while 47% consumed pigmented rice without a mixture of white rice. Some respondents (73%) buy pigmented rice in packaged form.

Respondents expect most when purchasing packaged pigmented rice, including production and expiration

codes, halal labels, health information on the packaging, and organic certification logos. Under Putri's research, packaging can be made as attractive as possible by including information on nutritional values and product advantages [19].

As many as 42% of respondents received information about pigmented rice from family, 20% from social media or advertisements, and 17% received information from closest friends. According to Shiffman and Kanuk, social factors (family, friends, neighbors, other informal and non-commercial sources, social class, and cultural and subcultural membership) influence what consumers buy and how they use what they buy [12]. Respondents also have particular reasons for consuming pigmented rice. Among others, 46% of respondents stated that the nutritional content in pigmented rice was the main reason they consumed it, 33% of respondents thought that it provided health benefits, and 19% said they were on a diet. One's concern for health and the environment are the two most common factors believed to be a factor in considering one's attitude towards organic food. This attitude will then encourage the purchase of organic food [9].

Respondents were also asked questions about green consumers and whether they knew the definition of green consumers. Respondents were also asked questions about green consumers and whether they knew the definition of green consumers. As many as 73% of respondents answered correctly, namely consumers who always buy environmentally friendly products and are actively concerned with environmental problems and solutions for consumers. As many as 94% of respondents stated that they had bought products with environmentally friendly labels or ecolabels. Consumers with environmental knowledge will consider the general impact of their consumption and evaluate the benefits they receive based on their knowledge. As many as 59% of respondents answered correctly, namely rice that comes from rice that is cultivated organically without using fertilizers, chemical pesticides, and applying organic food systems to the hands of consumers so that it is considered environmentally friendly—overall following the characteristics of research respondents, namely most of the graduates and the income level of the respondents at greater than Rp. 10,000,000, the respondent's knowledge of the environment is quite good. High knowledge about the environment is usually owned by consumers who have higher education because the level of education indicates higher access to information media. Consumers with a higher education level have more knowledge about environmentally friendly products than consumers with lower education. Consumers with higher income levels know more about environmentally friendly products than consumers with lower incomes [20].

3.3 Purchase intention for pigmented rice

Based on the studies and survey, some factors of green consumer behavior related to purchase intention of pigmented rice: are attitudes towards green products, perceived behavioral control, environmental knowledge, environmental awareness, and consumer preferences. Recommendations for marketing activities are developed based on the survey results. The recommendation for marketing activities is built up to expand the pigmented rice market niche and support increased sales for pigmented rice producers in Indonesia. Recommendations for marketing activities that can be carried out by producers based on consumer behavior factors to increase purchase intention are as follows:

First, attitude towards green products. In this study, consumers prioritize choosing organic pigmented rice, believing that buying organic pigmented rice helps reduce water and soil pollution and helps save nature and its resources. Increasing product-specific information such as environmental and health benefits can strengthen the intention to buy organic products [21]. Promotion by emphasizing related information. How producers cultivate organic pigmented rice and prove that the whole process does not harm the environment can be done to strengthen consumer attitudes. The trick is to include information on the use of organic fertilizers and free of chemical pesticides on the packaging. Promotion and sales through social media can reach a broader market and provide education about the advantages of pigmented rice cultivated with an environmentally safe agricultural system. Social media is a low-cost, easy-to-use platform that producers can use to engage and influence customers, provide opportunities for producers to interact with potential consumers, encourage an increased familiarity with consumers, and build relationships with potential consumers [22]–[25]. Based on the survey results of the Indonesian Internet Service Providers Association (APJII) for the penetration of Indonesian internet users for 2019-2020, it is known that the total number of Indonesian internet users currently reaches 196.7 million users, with a penetration of 73.3% of the total Indonesian population of around 266.9 million [26]. Youtube, Facebook, Instagram, and Twitter are Indonesia's most accessed social media in 2019-2020. In addition, the popular social media today is TikTok, with the concept of media for sharing short videos [27]. Tiktok is a platform that is widely mentioned by respondents and as a medium that triggers respondents to buy a product [28]. The results of the Hootsuite (We are Social) survey in 2020 showed that the total active social media users in Indonesia were as many as 160 million people, the number of Youtube users as much as 88% of the total population, the number of Facebook users as much as 82% of the total population (130 million people), the number of Instagram users in Indonesia as much as 79% of the total population (63 million people). Previous

research shows that marketing through social media has a significant effect on consumer purchase intentions [29], [30]. It is an opportunity for pigmented rice producers to increase interaction with consumers through social media to strengthen attitudes and increase purchase intentions later.

Second, control of perceived behavior. In this study, consumers were able to choose organic pigmented rice over non-organic pigmented rice and were confident with the organic label on the organic pigmented rice packaging. Organic labels or environmentally friendly labels (ecolabels) on pigmented rice packaging are expected to guarantee a sense of security for consumers that the pigmented rice purchased does not negatively impact the environment. Ecolabel is a marketing communication tool that is quite efficient in introducing environmentally friendly products; what marketers need to pay attention to is in terms of ecolabel design and how to make the ecolabel easy to read, see and understand by consumers [31]. It is supported by Dewi's research (2017) that ecolabels significantly affect consumer purchase intentions in Bali [32]. Producers can use digital marketplace distribution channels to ensure consumers' availability and convenience in getting pigmented rice. A marketplace is a website or application that facilitates the buying and selling process from various online stores. Currently, the marketplace is one of the big industries in Indonesia. In recent years online shopping activities can be done more efficiently [33]. The marketplaces that have the most monthly visitors in Indonesia are Shopee, Tokopedia, Bukalapak, Lazada, and Blibli. Based on the survey results of the Indonesian Internet Service Providers Association (APJII), during 2020, the number of Shopee visits currently reaches 96.5 million, Tokopedia is visited on average 84.9 million every month, followed by Bukalapak with 31.4 million monthly visitors, an average Lazada has 22.6 million visits per month, and Blibli is visited every month on average. This data shows an opportunity for pigmented rice producers to expand the market by selling products through the marketplace. In addition to making shopping easy, promotional programs on the marketplace in the form of discounts and free shipping are also desirable to consumers. Previous research stated that promotion significantly affected purchasing decisions in the Shopee marketplace [34].

Third, consumer preferences. In this study, consumers consume pigmented rice because they understand the nutritional content and at their own will. Promotions must explain the added value of pigmented rice and that the quality and price paid are proportional to the benefits obtained by consumers. Wuryandani's survey showed that consumers are willing to buy at a premium even though they do not like the taste or texture of pigmented rice. They continue to consume the product's superiority of its nutritional content, which affects their health [35]. Perlinger's research shows that consumers

are willing to pay more for premium products that include labels and health benefits [36]. Millennial consumers who have a healthy lifestyle pay attention to the information on the packaging. They read carefully the information written on the packaging. In addition, describing cues on the packaging will make it easier for consumers to make their choices [37]. The form of promotion is carried out by considering the information on the product packaging. The packaging must contain nutritional information and highlight the health benefits of pigmented rice. The content and benefits are the advantages of pigmented rice, making its higher price compared to claims for health benefits [19], [38].

Fourth, environmental concern. In this study, consumers are emotionally involved with environmental protection issues and participate in thinking about ways to improve the quality of the environment in Indonesia. Promotional activities through advertising media aim to influence and convince consumers of pigmented rice by emphasizing information on organic farming and pigmented rice cultivation systems that do not harm the environment so that consumers become interested and decide to buy organic pigmented rice. Promotion media attractive to pigmented rice consumers are advertisements, health-related campaigns, and information on the packaging [35]. Organic agriculture is an environmentally friendly agricultural system without chemicals that damage the balance of the environment and utilizes local resources [39], [40]. Organic farming aims to provide agricultural products, especially food that is safe for health, does not damage the environment, and provides more significant economic benefits because organic products sell higher [40]. Social media is increasingly used as a marketing and advertising platform. Advertising through social media can present up-to-date information in a way that is convenient and preferred by consumers [41], [42]. Advertising can be done through social media such as Instagram, Facebook, Twitter, Youtube, or Tiktok. Advertisements displayed on social media must be creative and innovative by combining video, audio, graphics, images, and text elements when presenting information [43].

Fifth, environmental knowledge. In this study, consumers know the impact caused by by-products that are not environmentally friendly and understand the concept of recycling. The use of environmentally friendly packaging can be an attraction for green consumers. Environmentally friendly packaging is made from natural plants, can be recycled, and is not harmful to the environment and the health of the human body and livestock [2]. Environmentally friendly packaging must have the same features as conventional packaging and be made of environmentally friendly materials [44]. For example, World Centric in California, U.S.A., made eco-friendly packaging from polylactic acid (P.L.A.) from corn starch. The increasing demand for environmentally friendly packaging is due to increasing purchasing

power, knowledge, and awareness of health and environmental issues [45]. According to Anindita's research, rice packaging with an upright pouch equipped with a zipper-lock is more popular with pigmented rice consumers in Yogyakarta than other packages [46].

4. CONCLUSION

The results showed several factors influencing purchase intention: consumer preference, attitude towards the green product, subjective norm, controlled perceived behavior, environmental knowledge, environmental awareness, and green purchase intention. The recommendations for marketing activities that can be carried out to expand the rice market niche namely conducting promotions by highlighting environmentally-friendly aspects, namely organic labeling, environmentally friendly labels (ecolabel), use of environmentally friendly packaging, adding chemical pesticide-free information, information on nutritional content and health benefits on pigmented rice packaging, making social media and selling using the marketplace.

AUTHORS' CONTRIBUTIONS

Data curation, F.W.K., S.W.; Formal analysis, F.W.K., S.W.; Investigation, F.W.K., S.W.; Methodology, D.I., F.W.K., S.W.; Software, F.W.K.; Supervision, D.I.; Writing – original draft, F.W.K., S.W.; Writing – review & editing, D.I. and S.W.. All authors have read and agreed to the published version of the manuscript.

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