

CHAPTER 5

CONCLUSION & RECOMMENDATION

5.1 Summary of Findings

The analysis of consumer behavior towards Social Enterprise (SE) products in Indonesia reveals a diverse market landscape with varied engagement levels and complex social influence dynamics. While a majority actively explores and gathers information about SE products, social circles exert mixed influence on purchasing decisions. Consumer alignment with ethical and sustainable values is evident, emphasizing the importance of transparently communicating a company's social mission. Demographic factors play a significant role, indicating the need for targeted approaches based on age, gender, income, education, and household size. The integration of the Theory of Planned Behavior and Jobs-to-be-Done framework provides a robust foundation for understanding consumer motivations. For SEs, adaptability and continual refinement of strategies are crucial to navigate the nuanced landscape and contribute to the promotion of socially responsible consumption in Indonesia. Practical recommendations include tailored marketing, influencer partnerships, clear mission communication, attention to product design, and educational initiatives as outlined below.

1. Tailored Marketing Campaigns: Social Enterprises (SEs) are encouraged to craft marketing campaigns tailored to resonate with the diverse values and interests of Indonesian consumers. By highlighting the unique cultural significance of their products and aligning with local wisdom, SEs can elevate the appeal of their offerings. Tailored marketing strategies have the

potential to establish stronger connections with the Indonesian consumer base, fostering a sense of cultural affinity and relevance. Emphasizing the cultural context in marketing efforts not only enhances the attractiveness of SE products but also establishes a deeper connection with the target audience, reflecting an understanding and appreciation of the local ethos.

2. Collaborative Influencer Partnerships: Engaging with local influencers and opinion leaders can significantly impact consumer perceptions. Collaborative efforts to promote SE products through influential figures can enhance credibility and reach a wider audience.
3. Enhance Communication of Social Mission: Capitalizing on the favorable predisposition towards products rooted in a robust social mission, Social Enterprises (SEs) ought to ensure transparent communication of their impact. Participants express trust founded on a confluence of service quality, ethical considerations, and positive personal interactions with brands aligning with their values. By transparently showcasing the positive environmental and social outcomes resulting from purchases, SEs can fortify consumer trust. Clear communication acts as a pivotal element in reinforcing the perceived alignment between consumer values and the mission of SEs, thereby fostering stronger connections with the target audience.
4. Product Design and Aesthetics: Respondents have articulated a preference for contemporary and visually appealing designs. Social Enterprises (SEs) are advised to allocate resources towards enhancing product aesthetics while upholding cultural relevance. Striking a balance between modernity and cultural resonance can significantly augment the overall attractiveness of

products, particularly catering to the urban demographic. By incorporating design elements that resonate with modern aesthetics and align with cultural contexts, SEs can effectively capture the interest and preference of the target audience, thereby potentially expanding their market reach.

5. Education and Awareness Programs: These programs hold the potential to bridge the diverse gaps in engagement and comprehension of Social Enterprises (SEs). These initiatives play a crucial role in elucidating the ethical and sustainable dimensions inherent in SE products. For instance, certifications prominently featured on product packaging, including symbols denoting cruelty-free, vegan, BPOM (Indonesian National Agency of Drug and Food Control) compliance, and not tested on animals, serve as informative indicators. These visual cues offer a streamlined approach to convey the ethical characteristics of SE products, catering to individuals who may not be inclined to conduct in-depth research on such attributes. As a result, educational efforts and clearly communicated certifications contribute to a broader understanding and appreciation of the ethical considerations associated with SEs, fostering a more informed and engaged consumer base.

5.2 Recommendation for Further Research:

Given the positive relationships established in this study, further research could delve deeper into the specific factors within attitude, perceived behavioral control, and subjective norms that exert influence on behavioral intentions. This may involve examining the interplay of emotions, cultural influences, and social contexts in shaping consumer preferences for SE offerings. Investigating innovative approaches to product development and how these innovations

resonate with consumers can be a valuable area of research. Understanding the role of innovation in enhancing the attractiveness of SE products and addressing consumer needs would provide insights for both SEs and policymakers.

5.3 Implication

The research findings imply that SEs in Indonesia have an opportunity to thrive by strategically aligning their products with the values and preferences of the local consumer base especially in Java and Bali. The positive inclination towards ethical and sustainable products creates a favorable environment for SEs to make a meaningful impact. However, it's crucial to address diverse consumer needs and preferences through targeted and culturally sensitive approaches. For SEs operating in Indonesia, the research findings might serve as a roadmap for navigating the complex landscape of consumer behavior. By recognizing and responding to the nuanced preferences and influences identified in the study, SEs can not only enhance their market presence but also contribute meaningfully to the promotion of socially responsible consumption in Indonesia. The multifaceted nature of the findings highlights the importance of adaptability and continual refinement of strategies to align with the ever-evolving dynamics of the Indonesian market.

REFERENCES

- Abrahamse, W. (2019). Understanding the Drivers of Human Behaviour. Encouraging Pro-Environmental Behaviour, 11–25. doi:10.1016/b978-0-12-811359-2.00002-0
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Allan, B. (2005), "Social enterprise: through the eyes of the consumer (prepared for the National Consumer Council)", *Social Enterprise Journal*, Vol. 1 No. 1, pp. 57-77. <https://doi.org/10.1108/17508610580000707>
- AAure, L. J. H. A. C. P. B. (2020, February 24). Determinants of Purchase Intention towards Social Enterprise Personal Care Brands: A Pls-Sem Approach. Retrieved October 26, 2022, from <https://www.abacademies.org/articles/determinants-of-purchase-intention-towards-social-enterprise-personal-care-brands-a-plssem-approach-8975.html>
- Benson, V., Ezingard, J., & Hand, C. (2019). An empirical study of purchase behaviour on social platforms. *Information Technology & People*, 32(4), 876–896. <https://doi.org/10.1108/itp-08-2017-0267>
- British Council. (2018). *Developing an Inclusive and Creative Economy: Social Enterprise Landscape in Indonesia*. https://www.britishcouncil.org/sites/default/files/the_state_of_social_enterprise_in_indonesia_british_council_web_final.pdf
- British Council. (2020). *Developing an Inclusive and Creative Economy: Creative and Social Enterprise in Indonesia*. https://www.britishcouncil.id/sites/default/files/dice_creative_and_social_enterprise_in_indonesia_report_en_final.pdf
- British Council. (2021). *Developing an Inclusive and Creative Economy: Supporting Social Enterprises in Indonesia*. https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---ilo-jakarta/documents/meetingdocument/wcms_815538.pdf
- Chairunnisa, M. R. (2020, May 1). The roles of environmental concern, green perceived value, subjective norms, and green trust towards green hotel purchase intention. Chairunnisa | Jurnal Sains Pemasaran Indonesia

(Indonesian Journal of Marketing Science).
<https://ejournal.undip.ac.id/index.php/jspi/article/view/32178/18443>

Choi, E. J. (2021). Why Are Products of Social Enterprises Not Purchased Continuously?: A Re-Purchase Model for Social Enterprises. *GLOBAL BUSINESS FINANCE REVIEW*, 26(3), 33–50.
<https://doi.org/10.17549/gbfr.2021.26.3.33>

Chong Kyoon Lee, Fariss-Terry Mousa, Jinyoung Lee & Seung Hwan “Shawn” Lee (2021) Consumer Behaviour and Social Entrepreneurship: The Case of South Korea, *Journal of Social Entrepreneurship*, DOI: 10.1080/19420676.2021.1984283

Ferdousi, F. (2017). Understanding Consumer Behavior toward Social Enterprise Products. *Consumer Behavior - Practice Oriented Perspectives*.
<https://doi.org/10.5772/intechopen.68743>

Herbst, J. (2019). Harnessing sustainable development from niche marketing and competition in social enterprises. *Business Strategy and Development*, 2(3), 152–165. <https://doi.org/10.1002/bsd.2.49>

Hibbert, S. A., Hogg, G., & Quinn, T. (2005). Social entrepreneurship: understanding consumer motives for buying The Big Issue. *Journal of Consumer Behaviour*, 4(3), 159–172. <https://doi.org/10.1002/cb.6>

Holden, R. J., & Karsh, B. (2010). The Technology Acceptance Model: Its past and its future in health care. *Journal of Biomedical Informatics*, 43(1), 159–172. <https://doi.org/10.1016/j.jbi.2009.07.002>

Ip, C. Y., & Liang, C. (2022). Would customers of social enterprises become social entrepreneurs? *Managerial and Decision Economics*.
<https://doi.org/10.1002/mde.3757>

Kruse, P., Wach, D., Costa, S. F., & León, J. a. M. (2018). Values matter, don't they? – combining theory of planned behavior and personal values as predictors of social entrepreneurial intention. *Journal of Social Entrepreneurship*, 10(1), 55–83.
<https://doi.org/10.1080/19420676.2018.1541003>

Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing*, 80(6), 146–172. <https://doi.org/10.1509/jm.15.0415>

- Lee, Y. N., Zailani, S., & Rahman, M. K. (2020). Determinants of Customer Intention to Purchase Social Enterprise Products: A Structural Model Analysis. *Journal of Social Entrepreneurship*, 12(3), 358–379. <https://doi.org/10.1080/19420676.2020.1718742>
- Leong, C., Loi, A. M., & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *J Market Anal*, 10, 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Lückenbach, F., Schmidt, H. J., & Henseler, J. (2022). Building brand meaning in social entrepreneurship organizations: the social impact brand model. *Journal of Brand Management*, 30(3), 207–226. <https://doi.org/10.1057/s41262-022-00299-1>
- Marikyan, D. & Papagiannidis, S. (2023) Technology Acceptance Model: A review. In S. Papagiannidis (Ed), TheoryHub Book. Available at <https://open.ncl.ac.uk / ISBN: 9781739604400>
- Mason, C. (2012). Up for grabs. *Social Enterprise Journal*, 8(2), 123–140. <https://doi.org/10.1108/17508611211252846>
- Ovodenko, A., Peshkova, G., & Zlobina, O. (2020). Digital Evolution of Consumer Behavior and its Impact on Digital Transformation of Small and Medium Business Sustained Development Strategy. *Proceedings of the 2nd International Scientific and Practical Conference on Digital Economy (ISCDE 2020)*. <https://doi.org/10.2991/aebmr.k.201205.071>
- Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. (2020). Social media and consumer buying behavior decision: what entrepreneurs should know? *Management Decision*, 59(6), 1249–1270. <https://doi.org/10.1108/md-10-2019-1461>
- Parkinson, C., & Howorth, C. (2008). The language of social entrepreneurs. *Entrepreneurship & Regional Development*, 20(3), 285–309. <https://doi.org/10.1080/08985620701800507>
- Robichaud, Z., & Yu, H. (2021). Do young consumers care about ethical consumption? Modelling Gen Z's purchase intention towards fair trade coffee. *British Food Journal*, 124(9), 2740–2760. <https://doi.org/10.1108/bfj-05-2021-0536>
- Sourcing Journal. (2019, September 3). Sourcing Journal. Sourcing Journal. <https://sourcingjournal.com/sustainability/sustainability-news/qima-social-environmental-issues-165663/>

- Tan, Z. Y., & Cheah, J. (2022). A Systematic Literature Review of Factors Influencing Purchase Intention on Social Enterprise Products. *Journal of Islamic, Social, Economics and Development (JISED)*, 7(47), 83–92.
- Tarigan, N. F. (2020, May 1). Analisis Faktor yang Memengaruhi Green Purchase Intention dan Green Customer Behavior (Studi Kasus Pada Produk Tumblr Starbucks). *Tarigan | Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*.
<https://ejournal.undip.ac.id/index.php/jspi/article/view/30362/18441>
- Tsai, J. M., Hung, S. W., & Yang, T. T. (2020). In pursuit of goodwill? The cross-level effects of social enterprise consumer behaviours. *Journal of Business Research*, 109, 350–361.
<https://doi.org/10.1016/j.jbusres.2019.11.051>
- Wang, Y. H., & Tsai, C. F. (2014). The Relationship between Brand Image and Purchase Intention: Evidence from Award Winning Mutual Funds. *The International Journal of Business and Finance Research*, 8, 27-40.
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). Trust and Consumers' purchase intention in a social Commerce Platform: A Meta-Analytic Approach. *SAGE Open*, 12(2), 215824402210912.
<https://doi.org/10.1177/21582440221091262>
- Wyatt, A. M. (n.d.). *Foregrounding the Role of the Consumer in Social Entrepreneurship*. SIT Digital Collections. Retrieved October 28, 2022, from <https://digitalcollections.sit.edu/capstones/3079/>