

A Model of Green Identification for Green Small and Medium Enterprises.

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Abstract

The research brings up the phenomenon and significance of small and medium enterprises' capability to identify the value of abundant but unused resources, which in turn can provide leverage to their reputation in green framework. Research models takes account on several new constructions such as perceptions about the use of SME waste, the introduction of green identities, and green efficiency. To get the right indicators and their validity, this research will conduct content validity, and face validity. For the first, the research will conduct interviews with relevant experts. While for the latter, there will be consultations with several respondents to achieve a match between indicators and respondents' understanding. The final result should be enrichment of social identity theory by taking into account of efficiency for the context of green small and medium enterprise as social identity. By this way, the research attempts to explore the role of green efficiency in the relationship between perceived waste usage capability and green identity recognition, and of green identity recognition in that between green efficiency and organization identification. Future research must consider the role of types of green products that might be played in consumers' decisions for decision making. This research explores the role of green efficiency in the relationship between perceived waste usage capability and green identity recognition, and of green identity recognition in that between green efficiency and organization identification.

Keywords: Perceived Waste Resource Usage Capability, Reputation, Green Identity and Organizational Identification.

1. Introduction

The role of waste resource usage capability is so far under-researched. The present study intends to explore it by putting forward new construct perceived resource usage capability. It refers to public acknowledgment and subsequent perception of an organization ability in drawing on unused resource, whose existence negatively affect environment, and by its consumption for commercial production the organization automatically contributes to eco maintenance. Not only does this environmental image supports organization success domestically, since environmental issue has been international concern, it also buffers organization effort to tap international market. As matter of fact some small and medium enterprises successes in Indonesia are intertwined with this capability. The small business of Genghis Bag, for instance, relies much on water hyacinth as its main material for its bag products. Water hyacinth grows so fast, quickly covers a certain area of plantation. Its existence can significantly reduce the harvest results of agriculture. Generally its growth is unwanted and has low value. The finding of its right application for economic commodity can be a smart solution in economic and agricultural terms. This Jogjakarta-located business gains entry

into international market covering Japan and United States. The business of Kejaya Handicraft based in Banyuwangi, East Java, capitalized on unused wastes such as banana midribs and coconut shells as main materials to make valuable household goods ranging from photo frame and tissue box to variety of bags. The business of PT Ika Indo Industry Carbonic has managed to make active carbon in the form of charcoal from coconut shells. It has enjoyed entry to USA and European markets.

International markets have given special attention to products with environmental value, and this should be a good opportunity for any small and medium enterprise to exploit. This opportunity should drive domestic small and medium enterprises to plunge into competitive race to leverage environmental value in their products as a way to gain entry into international markets. Nevertheless, small and medium enterprises— due to their small and flexible nature — are also uniquely suited to pioneer in green innovations and contribute to green growth, especially in local and emerging markets that may be neglected by large corporations. Given their economic and environmental importance, small and medium enterprises are vital players in achieving both inclusive and green growth. Capability to turn wasteful resource into valuable products is the key. Thus, international reputation also carries the weight

of this capability. The present study wonders whether this green-related capability escort it to green identity and drive people to purposely attach green identity to its existence. It is represented by hypothesis that perceived waste capability has a significant effect on green identity recognition. At the same time, the study considers important to test its effect on green efficiency as agreed upon measure of any green measure success. The inclusion of green efficiency in research model is to find mediating role of green efficiency in the relationship between waste usage capability and green identity recognition. It derives from doubt whether waste usage capability could lead to green identity recognition, of which green efficiency is believed to be able to bridge the gap. The study also intends to explore the effects of green efficiency and green identity recognition to organizational identification to find out mediating role green identity recognition in the relationship between green efficiency and organizational identification.

The study is at preliminary stage. It should be followed by research exploring indicators of respective constructs in the research model as they are newly designed. When indicators for all constructs are determined, the research with fully settled indicators is ready to carry out. In this case, the present study is a conceptual article in category accordingly. Since the three constructs of the research's conceptual model are novel, it instills further research for indicator for respective construct. Some previous works have laid down a solid ground for searching indicators to new constructs. They include for example, Saunila and Ukko (2012) who explored the right indicators for innovation capabilities in terms of corporate performance, and Sumaiki and Yarmen (2015) who explored the new construct perceive service quality of fast food restaurant in Islamic country, among others. Sumaiki and Yarmen (2015) in particular, describe the process and steps to find the indicators to measure the construct. For this purpose, they will perform qualitative research by means of in-depth interview with customers of fast food restaurant about service quality in Islamic country. They also perform Focus Group Discussion with customer to confirm the indicators grasped from in-depth interview phase.

2. Theoretical Framework

2.1 Social Identity Theory

Social life makes all individuals concern with their environment and society. This brings about the need of clear identity, for social recognition and self affirmation. Individuals look into other individuals' opinions and attitude on which they are. It is important to nuance the meaning of their existence (Verkuyten, 2005). For the purpose, people attempts to build esteem, and degrade others they consider outsiders. The process is called social categorization. They perform this by means of an object they thought as having high reputation that can uplift their esteem or value they see fit to their owns'. The effect is widening difference between individuals in one category and those in other category and continuous comparison (Tajfel, 1972). The result could be influence or conspicuous social status.

Social group could serve as a means for individual who are interested to make a closer relation to it because of its identity advantages (Adam and Hogg 1990). Identification develops when individuals' decisions to link themselves to any social group shape their behaviors, attitude, pride and esteem. They run categorization mechanism to accentuate these features as differentiation between themselves under the so called insiders and others under so called out siders. The identification process does not necessarily entail formal link to organization

(Bhattacharya and Sen, 2003).

Marin and Ruiz de Maya (2011) cited the identity attraction as one factor that determines consumer identification on company. Hall et al. (2016) put product quality and service quality as factors that drive organizational identification. Gonzales and Chakraborty (2012) looked into perceived similarity and perceived external image as antecedents of organizational identification. The present study puts forward green identity recognition and green efficiency that are hypothesized as having effects on green organization identification.

2.2 Efficiency Theory

Efficiency commonly describes to what resources are used in a certain activity (Archer, T.S. 2010). The resources could range from time, cost, energy to positive effects derived from their applications in production process or daily usage. The study emphases efficiency both on organization and public sides. Organization enjoys business growth, market dominance and leadership, and increased prospect in the future, as well as lower cost of materials and production that represent efficiency. People also enjoy affordability, durability, availability, and convenience springing from harmless effects of innovation. It is related to concept of inclusive solution and growth brought by Koirala (2018). By these terms, he refers to organization's contribution to economic growth by providing more jobs. There is mutual relationship between organization and public. The organization's business growth has empowered organization significantly to support public welfare through more job provision. According to him, small and medium enterprises have a great capability to give contribution to global economic activity, social well-being, and environmental issues. In this case, business growth is followed by public welfare growth which in turn would serve as a support to business growth. Cycling relationship would take shape and sure continuous growth of both sides would proceed.

For the purpose of the study, the present study sheds light on inclusive efficiency in organization and public sides. The same pattern would take shape, where one side supports the growth of another and vice versa. It considers efficiency as agreed-upon measure for achievement of products in green context. Both organization and public enjoy the efficiency from the products, which supports the future success of the organization and increased welfare of society. At this point, the products have inclusive solution content to organization and all its' stakeholders.

Wee and Quazy (2005) defined the success of green support as covering 2 achievements: reduced waste and optimal resource efficiency. Even Environmental Management Systems (EMS) is defined "as a set of processes and practices that enable an organization to reduce its impacts and increase its operating efficiency." (United States Environmental Protection Agency, 2018). So related efficiency to green activity that some scholars apply the terms of eco-efficiency products to refer green products, for example Parthasarathy et al. (2005); Magerholm, (2003).

In economics, the word of efficiency is the main goal to achieve through economies of scale. It is related to mass production with reduced production cost as the result. Great production signals organization's business growth. The reduced cost enables for cheaper price and affordability. Mass production generates efficiency both to organization and public.

2.3 Hypothesis Building

Indonesia is rich with natural resources. However, it also has abundance of untapped resources either provided by

nature or waste that production process does not require. In Indonesia, with huge supply of coconut shells that people do not use has allowed for the production of household craft such as bawl, abundant woods that provide materials for wood handicrafts and others, while plastic and paper waste could be turned into valuable products. This study focuses of some businesses that have managed to exploit unused sources, which their mere existence could pose environmental problems, into products of high value.

Green identity recognition does not necessarily develop among consumers. Waste usage capability should bring about massive and widespread change in the way people live, how industries operate, relationship between people and organizations mostly determined by and strengthens green norms, increased affordability and others so-called inclusive solution.

Organization's concern with green growth should relate to inclusive growth. While green growth refers to green business of the organization, inclusive growth involves the growth and empowerment of society. Not all green small and medium enterprises could make green products with potential of green solution. Small and medium enterprises that manage this type of products could arise recognition of organizational green identity among the bulk of their consumers, and otherwise holds true. The study observes that only small fragment of small and medium enterprises that can offer such product type.

Only should capability bring massive change in the way people life that it leverages businesses 'identity value. Stock burger-Saur et al (2012) argued that only when consumers have a higher involvement with the brand's product category, brand social benefits have a significant effect on consumer-brand identification. In the same vein, brodie et al (2016) argued that it requires a great skill of communication to public for a strategic leverage that a business has to uphold its brand identity value. Thus, it hypothesizes that:

H1. Waste usage capability does not have a significant effect on perceived green identity

Waste Usage Capability and Green Efficiency. The successful measure of producing valuable products from waste resources determines their economic values. One of most prominent values is efficiency. It can range from efficiency in getting, transporting to processing and production processes compared to the previous ones that should lead to low cost and price affordability, efficiency in their application, replacement, dumping and recycling, not to mention its significantly reduced effects on environment. The reduce effects include low cost and effective removal of waste resource, its optimal application at consumer level, and its reduced pollutants. Every innovation made by small and medium enterprises has various degree of efficiency. Green innovation contained in organization's waste usage capability should increase efficiency. This is a part of inclusive solution that its green product conveys. The higher organization's waste usage capability, the higher green efficiency its products deliver. Minimally, organization has managed higher efficiency in making products, maintaining environment, or offered products with more efficient value. In short, any waste usage capability should bring higher efficiency, and stakeholders apply efficiency as a measure of any green innovation, as the extent of efficiency measures the resulting existence of inclusive solution and inclusive growth. So close the relationship is that some scholars mention any green innovation as eco-efficient (e.g., Parthasarathy et al., 2005; Magerholm, 2003). Literature emphasizes the main effect of green innovation on energy efficiency (e.g., Sun et al., 2019), referring to reduced material use of output. Thus, it hypothesizes that:

H2. Waste usage capability has a significant effect on

green efficiency

Green Efficiency and Green Identity Recognition. The whole efficiency invites recognition, where at this point the study conceives that people are growingly attentive to organization's existence meaning by accentuating its green identity. It is what assures the relevance of organization's existence, and thus maintains relationship between organization and its stakeholders. This efficiency reflects real capability that stakeholders commonly observe and might serve as justification for unique identity. Ability to bring out efficiency could accentuate corporate identity (Leinwand and Mainardi, 2014) Big Corporation such as IKEA gains its identity as Family Corporation that promises qualified products with cheap price made possible by its efficient management of supply chain (Torekull. B. 1998). Though it's clear relationship, there is still lack of research exploring the effect of efficiency on attention to organization identity, especially green efficiency on green identity recognition. The study is among the few that believe the importance of efficiency in the forming of recognition of organization's green identity. If the relationship is proven right, the study would enrich social identity theory by including efficiency as a consequence. Previous research has focused on reputation, distinctiveness, and others that beset admiration or amazement. Though they are close in meaning, efficiency is more objective evaluation and has a much closer relation to green measurement. Stock burger-Saur et al (2012) emphasized that social benefits that public knowingly enjoy could strengthen business' identity. The business' contribution to society could be valued as its' success that makes its identity stand out among competitors (Foroudi, et al., 2014), Thus, it hypothesizes that:

H3. Green efficiency has a significant effect on green identity recognition

Green Identity Recognition and Organizational identification. Recognition is related to acknowledgement to its contribution to a certain object, readiness to appreciate or award the contribution, and increased meaning of its existence, that all pile up to support to all its activities, brand, or even products. These are woven by mass mental link between organization to its identity that public considers relevant and proper by referring to its contribution to issue that is essential to public life. Its significance could draw people closer to the organization for reasons beside social exchange motive. The two among them are identity attraction and identity congruence.

When people see the identity of organization attractive or there are fit between what the organizations have done and their ideals, norms or preference people would tend to make a close relationship to organization. However, it is only possible when the change the organization makes to environment is significantly meaningful, and people support it. Significant change is contribution that gives the organization distinction, differentiation and specialty. It results in a unique identity that competitors find hard to emulate. The maintenance of unique identity entails active participation that might include recommendation, and patronage from people who has interest in developing relationship to organization, given that organization progress, success and reputation are seen as theirs. Their relate their identity to organization identity. It is their concern to make organization identity stay positive. Alsem and Kosteljik (2008) held that identity serves as a stable point of reference for consumers and a base to maintain relationships with customers that identify value attraction of organization identity. Foroudi et al. (2017) showed that reputation as one form of identity recognition significantly affects identification. Lacanie and Mojarrad (2015) highlighted the role of business' brand prestige that reflects higher identity recognition significantly affects identification. Thus, it

hypothesizes that:

H4. Green Identity recognition has a significant effect on organizational identification

Green Efficiency and Green Identification. Their efficiency in new products makes previous products lose their values, attractions, and market. It stands out among competitors, and consumers have clear option to take. Appreciation or value congruence could drive people to make identification to organization's contribution to environment. Motive to be a part of the organization is exchange of support in return to what organization has done to environment and price affordability to the benefit of consumers. Another motive is identity engendered by the organization' goals or ideals, to the point that what organization has done to environment are considered as representing people's norms. This typical motive usually results in unison of identity, pride, and refusal to any negative

criticism against the organization. This is especially so when people recognizes that the efficiency makes the organization has high reputation, on top position that leaves other organizations far behind, and has pride, dignity, esteem, and norms to offer. In this case, consumers have limited options but align themselves to the organization. Membership in the organization could materialize the spirit, and lead to the need to be members. When the attractiveness is so compelling, the need could turn into drive to be members. The drive could be stronger, when people think that their membership could signal support to the green issue, or even call on other organizations to follow suit. Kim et al (2012) argued that the business capability in enhancing public quality of life could lead to identification. Thus, it hypothesizes that

H5. Green efficiency has a significant effect on green identification

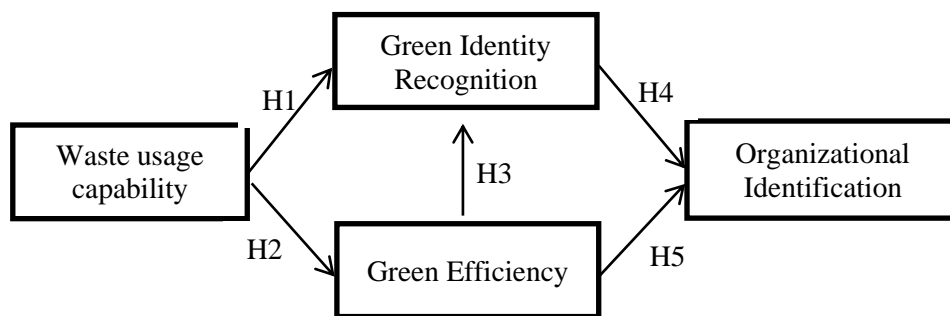


Figure 1: Research Conceptual Model

3. Methodology

The research focuses on consumers of small and medium enterprise of PT. Ika Indo Industry Carbonic, for its international reputation on green contribution and related efficiency as it makes carbon from coconut carbon as basic material. The contact is made through online communication, covering domestic and foreign consumers.

The present research would follow the steps that had been taken by previous research regarding the treatment to new construct. Several new constructs include perceived SMEs' waste usage capability, green identity recognition, and green efficiency. Like what Sumaiki and Yarmen (2015) will do, the study will perform content validity, and face validity. Content validity is important to confirm if the indicators are appropriate to measure the construct. It will be performed through interviews with relevant experts in order to obtain expert judgment. The appropriate indicators are chosen according to experts judgments. While for the latter, it will make consultation with several respondents to achieve fit between the indicators and respondents' understanding. For construct validity, it will run Kaiser-Meyer-Olkin (KMO) test. Before commencing the real research, it will conduct pre-test questionnaire distribution to 40 green SME consumers. It follows Malhotra's formula (1993) for sample size, which states that sample size is 10 times of indicators of all variables involved in the research model.

Smart PLS is suitable for data analysis for several reasons. First, this tool can handle complex model with mediation relationship. Second, the model involves some new constructs with predictive nature of relationships (Chin, 2010). In order to confirm validity and reliability of research's instruments validity and reliability of research's instruments, confirmatory analysis (CFA) and path analysis are important to carry out (Hair et al., 2011). For mediation analysis, it will apply Sobel test

procedure. Since the number of consumers is hard to determine, it follows Cochran formula that sets 384 for sample size (Cochran, 1977).

4. Results and Discussion

The study predicts that waste usage capability does not have significant effects on green identity recognition. The change the waste usage capability incurs should massive enough to draw public's attention. The effect should be at organization and public levels. Many small and medium enterprises have taken green path with valuable green products, but only few successfully achieved public recognition that led to public's attention to their green contributions and subsequent attachment of green status to their identity. It means that the capability is not an assurance for green identity. It is the logic behind the thinking that waste usage capability does not have a significant effect on public attachment of green identity with its subsequent recognition of green organization's identity. It requires the involvement of stakeholders, the wider the better, to the point of domestic and abroad confirmation that opens the strongest recognition. One agreed-upon measure is efficiency by the bulk of its stakeholders. Especially in information and technology era where people interact to each other by means of online social media before making many decisions, notably those of economic transaction. Efficiency denotes reduction that increases welfare. It implies solution to all involved in relation to organization. So wide the sense of solution impinges on public, that it is termed as inclusive solution. It means that for waste usage capability should beset widely agreed-upon efficiency as a measure the success of green contribution in the form of green products that represents benefit in order to achieve green identity recognition.

Above discussion leads us to the idea that green efficiency fully mediates the effect of waste usage capability on green identity recognition. Efficiency as an inclusive solution is a requisite for any waste usage capability to arrive at green identity recognition. Such great contribution of organization to environmental issue is that people attach its contribution to its identity. At this point, this attachment represents their recognition of organization's green identity. Both organization and its stakeholders actively make their part in mutual and complementary relationship. Public makes organization give larger contribution possible by attaching its contribution to its identity signaling their recognition to its green identity. By this way, the existence of organization is more meaningful to public, which makes the later ready to maintain and support its existence.

Green efficiency witnessed by all organization's stakeholders could give rise agreed-upon reputation that strengthens prestige, pride and distinctiveness and offers esteem that attract people to make closer relationship. Small number of small and medium enterprises that have managed this reputation makes identification worthy. Significant green contribution leads to wide appreciation. Mutual support could be a strong motive for organizational identification, as people gets to the thinking that the sustainability of small and medium enterprises existence become their interest. By means of these organizations they could enjoy the assurance of secure environment, of efficiency in using the green products, or even affordable price. Exchange relationship foments their complementary interaction. Green identity recognition itself contains public appreciation, as people purposely attach green identity to organization for its green contribution. Another forceful motive related to green identity is value, ideal, and identity congruence. This similarity makes individuals consider the concerned organizations as the right representative that could carry their identity to the wide world, that is when the organization big enough to make the identity widely heard and known to the point that it implants huge esteem and pride, from which they could feel strong enough to echo their voices, values and ideals.

Both green efficiency and green identity recognition have significant effects on organizational identification. It means that green identity recognition only serves as a partial mediator on the relationship between green efficiency and organizational identification.

4.1 Limitations and Future Research

The researchers of the present research have a plan to explore indicators for respective new constructs in the model. Indicators explorations for respective construct constitutes a single research as whole it will take four researches the final research will have construct completed with settled indicators.

Consumers do not behave uniformly. Many different reasons, motives and need determine their behaviors, not to mention their demographic factors. Age, education or gender gives different impetus in purchasing and identification decision. It brings three consequences. First, research on demographic effects on decision on developing identification is necessary. Second, research with qualitative method is also important to explore the issue in a deeper manner. Third, in order to handle the issue of generalizability, comparison of research results with different regions would be insightful.

Specification of green product types could provide more informational results. Thus, future research should consider the role of green product types might play in consumer decision for identification making. The knowledge of identification making for green SMEs would be richer if consequences of organizational identification are covered.

5. Conclusion

The study conceives that waste usage capability does not have a significant effect on green identity recognition. Many small and medium enterprises enjoyed the growth of their green business. People might appreciate their products. However, they do not go so far as recognizing their green identity. Many small and medium enterprises fall to the pray of making comparable products which are interchangeable to the perspective of consumers. To this point, all depend on consumers which products they decide to buy. Only few small and medium enterprises have managed to make breakthrough products that no other comparable products could match in terms of benefits or change to the way of life. In this case, the option for consumers is not available, as the products in question serves as best choices. Efficiency as inclusive solution, as a breakthrough feature that command attraction that most other products lack. Small and medium enterprises with these breakthrough products, not only achieve growth in their green business, but also growth in public welfare. In this case, recognition of organization' green identity springs from appreciation on the benefit that the products brings to people and change to the way of life.

Green identity recognition opens the way for organizational identification. From appreciation to prestige and distinction could drive people to the need of closer relationship to the organization. Thus the study conceives that green identity recognition has a signification effect on organizational identification. Identity also attracts people who have similar identity, value or ideal. Mutual support could occur on both sides, when they found similar purpose. They even use the organization to represent their identity and concern to the wider world. Green efficiency also could lead to organizational identification. Appreciation and the need to maintain organization's existence as public asset confirms of its relevance for public welfare are some reasons for organization identification

The results might provide description that the road is long for SMEs that already has great innovation to arrive at identity recognition and consumer identification. Innovation by means of a sound R and D becomes a key by any SMEs to achieve international competitiveness. However, it is main challenge to them as they mostly suffer from low human resources, financial bases, and state-of the-art technology. Partnership is one way to achieve this, besides support from government. Allot work to do even if they have come up with breakthrough innovation that promises a great contribution. Communication and strategic marketing skill are required to channel this innovation to wide public.

The enrichment of social identity theory could cover consumer and business perspectives. In consumer perspective, reputation that strengthens business identity should have a wide-scale contribution that changes the way people life. It is indicated by stories and talks that spread anywhere, the point where business reputation is hard to copy and its prestige fulfills people need of self-esteem. The contribution should provide the so-called inclusive solution. In this case, there is a need to develop inclusive solution and its relevance to social identity. Social exchange also plays role for a sound analysis of identification development phenomenon. So far much of social identity theory discussion only brings up needs of belonging and self-esteem. Appreciation from business contribution and its inclusive and decisive solution to problems people consider most urgent to handle worth exploration within social identity theory perspective.

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