

A MODEL OF GREEN IDENTIFICATION FOR GREEN SMALL AND MEDIUM ENTERPRISES

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A MODEL OF GREEN IDENTIFICATION FOR GREEN SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

Many SMEs owe their success from making use of resource into valuable products. It opens attention to non-cost raw material and wide supply on one hand and chance to contribute to environmental issue simultaneously on other hand. Accordingly the study inquires the capability of natural waste use as the source of raw material to increase SMEs' green efficiency building and their green identity recognition by public, both of which are important to consumer relationship through organizational identification. It would provide a sight of mediating nature of green efficiency in the relationship between waste usage capability and green identity recognition. It would apply SEM PLS tool for data analysis for its predictive and complex nature of research model, and convenient sampling to reach respondents through online and offline contacts. The research would be that natural waste usage has significant effects on green efficiency but not on green identity recognition, revealing full mediation role of green efficiency

Keywords: perceived waste resource usage capability, reputation, green identity, organizational identification

INTRODUCTION

The role of waste resource usage capability is so far under-researched. The present study intends to explore it by making new construct perceived resource usage capability. It refers to public acknowledgment and subsequent perception of an organization ability in making use of unused resource whose magnitude negatively affect environment, and by its consumption for commercial production the organization contributes to eco maintenance. Not only does this environmental image supports organization success domestically, since environmental issue has been international concern, it also buffer organization effort to tap international market. As matter of fact some small and medium enterprises successes in Indonesia are intertwined with this capability. Small and medium enterprise of Gendhis Bag, for instance relies 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 small and medium enterprise gain entry into international market covering Japan and United States. Small and medium enterprises of Kejaya Handycraft based in Banyuwangi, East Java, makes use 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. Small and medium enterprise of PT Ika Indo Industri Karbonik 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. By this way, it 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 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 make use 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 that 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.

LITERATURE REVIEW

Perceived usage capability reflects corporate distinction to see business value from natural waste. SME are known to make a breakthrough innovation in green sector. When the product innovation has attracted wide attention and affects long-term way of life, its existence come associated to green contribution. It might relate to reputation in a wider perspective, however usage capability more mean. Bhattacharya et al (2003) argued that the reputation contains a judgment of organizational success. While, Fombrun et al (2000) defined corporate reputation as a collective assessment of a company's ability to provide valued outcomes to a representative group or stakeholders". People generally

highly regard organizations they assume to be successful or has a distinctive capability .

Indonesia is rich with natural resources. However, it also has abundance of untapped resources both provided by nature and waste that production process does not require. In Indonesia, with huge supply of coconut shells that people do not use has allowed 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 exploited unused sources, which their mere existence could pose environmental problems, into products of high value. This capability should lead to identity awareness and forming among consumers. Reputation, formed from its action over a longer period of time can lead to corporate identity (Lourero et al, 2017).

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 who 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).

However, 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. Thus, it hypothesizes that

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

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 effects emitted from their applications in production process or daily usage. The study emphasizes efficiency both on organization and public sides. Organization enjoys business growth, market dominance and leadership, and increased prospect in the future, as well as cheaper cost of materials and production that represent efficiency, people also enjoy affordability, durability, availability, and convenience springing from harmless effects. It is related to concept of inclusive

solution and growth brought by Koirala (2018). By this 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 provision⁷. According to him, small and medium enterprises have a great capability to give contribution to global economic activity, social well-being, and environmental issue. 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.

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 is 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 public increased welfare. 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.

The success measure of valuable products made from waste resources is their economic values. One of most prominent values are 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 have 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 convey. 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

The whole efficiency invites recognition, where at this point the study conceives that people are growingly attentive to organization's existence meaning by attending 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. It hypothesizes that:

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

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 for reasons beside social exchange motive. The two among them are identity attraction and identity congruence.

When people see the identity of organization is attractive or there is fit between what the organizations have done and their ideals, norms or preference people would be driven to have a close relationship to organization. However, it is only possible when the change the organization make 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 Kostelijk (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.

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 dan 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 dan 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. Thus, it hypothesizes that:

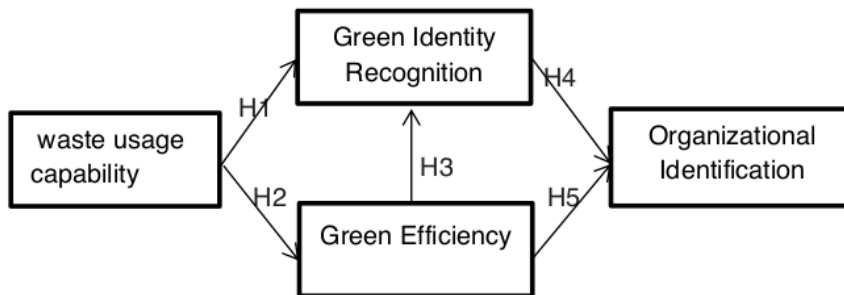
H4 Green Identity recognition has a significant effect on organizational identification

SMEs' Their efficiency 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 the same purpose or ideals, to the point that what organization has done to environment is considered as representing their norms. This typical motive usually result 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.

Thus, it hypothesizes that:

H5 Green efficiency has a significant effect on green identification

Figure 1. Research Conceptual Model



METHODOLOGY

The research focuses on consumers of small and medium enterprise of PT Ika Indo Industri Karbonik, 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 research model includes several new constructs such as perceived SMEs' waste usage capability, green identity recognition, and green efficiency. In order to get the right indicators and their validity, the study will perform content validity, and face validity. For the former, the study will conduct interviews with relevant experts in order to obtain expert judgment). 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.

SEM 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.

RESULTS

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. 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 achieved public recognition that led to 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 open 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 represent 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' 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 a such 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 big enough to make the identity widely heard and known that implant huge esteem and pride, and that is powerful 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.

CONCLUSIONS

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 a such 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 confirms of its relevance for public welfare are some reasons for organization identification

Consumers do not behave uniformly. Many different reasons, motives and need determine their behaviors, not to mention their demographic factors. Age, education or gender give 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.

DISCUSSION

Green efficiency is a way for any green innovation to be widely accepted by public and justification to relate this green contribution to SME's identity. People start to build organization identity in relation to its green contribution when they see obvious benefits to their life. When green solution SMEs offer and public receives it as inclusive solution covering from environmental issue contribution to cheaper cost of products and their wide availability, or even efficiency in other relevant matters, it could serve as a base for identity recognition by public.

When it is the case, SMEs have successfully built branding in public minds, with attractive identity. There will be mutual need between SMEs and public, where former existence and operations are perceived to be beneficial to the latter interests. It should provide lesson to any SME in green sector in planning making green products, that they should take inclusive solution in perspective. While it is not easy, it becomes a common norm for any product innovation.

This logics should enrich social identity theory, in that there should be interaction or mutual benefit between identity sources and people who want to associate themselves to identity sources for their identity attractiveness or congruence from which they can reveal their real identities and show support. Logically, there is big difference between identity made by organization and that by public, as the latter has a much stronger effect and long-lasting. The latter covers not only recognition but also express appreciation to the contribution.

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