

WHY DO PEOPLE BEHAVE TOWARDS THE ENVIRONMENT IN THE WAY THEY DO? RESULTS OF A QUALITATIVE STUDY IN SOUTH SUMATRA, INDONESIA

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01 INTRODUCTION

South Sumatra is the ninth most populous province in Indonesia with population growing at the rate of 2.3% per annum between 1971 and 2015. The population of South Sumatra more than doubled between 1971 and 2010, from 2.9 million to 7.5 million. It further grew to 8.1 million as at the 2015 SUPAS. South Sumatra's population is projected to continue growing to reach 9.1 million in 2025 (BPS, 2018), adding to the increase of the population pressure on the environment for housing, transportation, drinking water, etc.

A survey of 490 household heads from five of 17 districts of South Sumatra, representing the eastern, northern, western, southern and central regions showed that the majority exhibited environmentally unfriendly behaviour (Marpaleni, Dasvarma, Saikia, 2021).

Following recommendation from Marpaleni et al (2021), this research aimed to unravel the possible causes of why the majority of the respondents in our previous study (see (Marpaleni et al., 2021)) by presenting qualitative research as the complement.

This paper defines 'environmentally friendly' behaviour as a specific term for a more positive environmental behaviour which should be displayed by the people in their daily life in order to maintain a good quality of the physical environment. The term environmentally 'friendly behaviour' is not meant to be a normative or a loaded expression, but it is simply meant to distinguish it from a broader environmental behaviour used in the proposed Environmental Behaviour Index (see Marpaleni et al., 2021).

02 LITERATUR REVIEW

According to Schwartz (1994) people's behaviour is motivated by a specific value they hold or they want to promote. Whereas values across culture can be classified into ten types, each type of values expressing different goals or motivations as it is described in Figure 1. However, the aforementioned values hold dynamic relationships in ways where some values are compatible while some others are conflicting each other (Schwartz, 1994).

Figure 1. The relations among Schwartz's ten basic values.



Table 3. Norms related to EFB

No.	Quote	Key message
1.	"For me, I always hear what my parents, my father or mother at said at home. Because everything said by my parents is always true. It is definitely for the good. While the other people except parents, often they have interests." (20-Ilir, Man, University).	Parent have a strong influence
2.a.	"Nowadays, no one forbids it. Besides, our garbage is not much. Only one plastic bag. It immediately drifts in the water. Nobody will smell it." (Anyar, Woman, JHS).	Society approves
b.	Yes no one forbids people searching for firewood." (Anyar, Woman, Finished Year 9).	

Table 4. Barriers that the practice of EFB

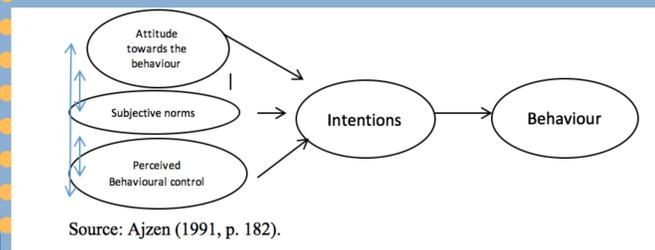
No.	Quote	Key message
1.	"If I take public city transport, every time I move out from one public vehicle to the other, I must pay again. So if I have to ride two vehicles, it'll cost me double." (20-Ilir, Woman, University).	Economic constraint
2.a.	"There is no public transportation entering our village. We live on a cliff." (Pagarnegara, Man, SHS).	No public facilities
b.	"Sometimes I have to wait for hours. Angkot is still rare." (Bumijaya, Woman, JHS).	
3.	"The arrival of public transport is unpredictable. Sometimes it can take a long time. It's not necessarily there when we need it." (Kayuara, Woman, SHS).	EFB has lack in services
4.a.	"There is no official temporary dump in the village. People throw garbage in their homes." (Pagarnegara, Man, SHS)	EFB is inaccessible
b.	"The garbage is often just piled up [in the dumping site]. There was no officer picking it up, so the garbage was decomposed. Our environment was disturbed." (Pagarnegara, Man, SHS).	EFB has lack in services
5.a.	"The government has not yet provided a public trash can. The garbage bins in the garden are not really the official waste bins built by the government." (Anyar, Man, JHS).	No public facilities
b.	"[the garbage leaves are] too much. The garbage box can be filled quickly. [The house is also] narrow. Garbage leaves accumulate quickly." (Kayuara, Woman, SHS).	EFB has lack in services
c.	"We need to spend transportation cost also to buy gas. So, we do not only need to pay the price of gas, but also the cost of transporting the gas tube." (Pagarnegara, Woman, SHS).	
7a.	"What is emissions test? I do not understand there is such a thing. I do not think I've ever done it." (Kayuara, Man, SHS).	No knowledge
b.	"No need to save water. Our tap water runs for 24 hours. Rain water is also a lot. River water is also flowing. Our water supplies are abundant." (Kayuara, Man, SHS).	Lack of awareness
c.	"Yeah, our river has heavy water. The garbage will be carried away." (Anyar, Woman, JHS).	Lack of awareness
8.	"The notice is only through banners or boards of appeal. The notice said, 'don't litter to the river, or it is forbidden to throw garbage carelessly. But, there has never been any sanction.'" (Kayuara, Man, SHS)	Weak law enforcement

According to the theory of planned behaviour (TPB) (Ajzen, 1991), the best predictor of behaviour is the intentions of people responding. This intention can be predicted by three variables, i.e. attitudes, perceived behavioural control and subjective norms.

Thus, if people believe an environmental behaviour will give positive consequences to them, believe it would be easy and believe that others will approve, then their intention to engage in this behaviour will be strong (Ajzen, 1991)

The intention will strongly predict that people would probably behave in this way. In contrast, if the intentions are weak, TPB will predict that people would not perform the behaviour.

Figure 2.. Theory off Planned Behaviour



03 OBJECTIVES

This paper discusses the existence of several attitudes and norms that dominantly shape the environmental behaviour among the people. It also identifies the barriers that were hindering people from adopting EFB in their daily life.

07 CONCLUSION

This paper revealed attitudes, norms and barriers that hinders good environmental behaviour in the case of South Sumatra Province.

To encourage the adoption of EFB, this paper suggests several policy recommendations i.e.:

- (1) building environmental awareness through educational programs and campaigns to expand people's perceptions of good environmental behaviour;
- (2) improving the accessibility of a range of environmentally friendly goods, facilities, and services;
- (3) providing several government initiatives; and
- (4) strengthening community programs to combat a lack of altruism and encouraging the potentially perceived norms as the potential EFB influencers.

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04 RESEARCH QUESTIONS

By adopting the theory of planned behaviour (Ajzen, 1991), this paper asks the following questions:

1. What are the attitudes of the respondents towards the environment?
2. How did the respondents perceive their norms related to the environment?
3. Were there any barriers or opportunities faced by the respondents in practising environmentally friendly behaviour in their daily life?

05 METHODS

- 10 focus group discussions were held with household heads living in those five regions studied by Marpaleni, Dasvarma, Saikia (2021).
- The focus groups, containing 10 households each were gender-balanced and socio-economically homogeneous.
- The discussions were recorded, transcribed ad verbatim in Bahasa Indonesia, translated into English, cross checked and analysed by salient themes as recommended by Braun and Clarke (2006).

Table.1. The characteristics of the FGDs respondents.

Regency/ City	Sex	Number of respondents		Education	Urban/ rural	Location	Date of the FGD
		Invited	Attended				
MUBA	Male	10	8	SHS	Urban	Kayuara Ward	October 7, 2016
	Female	10	8				
OKI	Male	10	8	JHS	Rural	Anyar Village	October 10, 2016
	Female	10	8				
OKUS	Male	10	8	JHS	Rural	Bumijaya Village	October 13, 2016
	Female	10	8				
Palembang	Male	10	6	University	Urban	20-Ilir Ward	October 14, 2016
	Female	10	7				
Lahat	Male	10	8	SHS	Rural	Pagarnegara Village	October 17, 2016
	Female	10	8				
Total	Male	50	38				
	Female	50	39				
	Total	100	77				

Note: SHS = Senior High School (Year 12) or above but below Diploma 3; JHS = Junior High School/Less than SHS and below; University = Diploma III and above.

06 RESULTS/ FINDINGS

Table 2. Respondents' attitude related to EFB

No.	Quote	Key message
1.	"I will never dare to throw garbage in a clean place, but if someone already throws it there, then I dare to throw garbage over there." (Bumijaya, Woman, JHS).	Imitating EnFB
2.a.	"Somebody will separate it in the public garbage dump. That's the scavengers' job." (20-Ilir, Man, University).	EFB is beyond my responsibilities.
b.	"I often see people still throwing garbage in the river, but I cannot reprimand them. Who am I, what am I to have such an authority to rebuke them? So, sometimes I am confused. We intend to rebuke, but then in the end we are afraid that it will end in conflict with that person." (20-Ilir, Man, University).	
c.	"These matters should be the government's job. At first, help people to understand why they should throw garbage in the correct place. So, there should be somebody to mobilise people from the top." (Pagarnegara, Man, SHS).	
3.a.	"Environmentally not-friendly behaviour is more efficient, more practical. Public transport is not practical. I can be late if I use it [public transport]." (Kayuara, Woman, JHS).	EFB is complex, not practicable, not efficient nor comfortable
b.	"I live near the river. I burn dry rubbish. I throw wet rubbish into the river while I am washing all the dishes." (Anyar, Woman, JHS).	
4.a.	"People are busy. They have more important work to do [than planting a tree in the yard]." (Pagarnegara, Woman, JHS).	EFB is such unnecessary activities or not as urgent as other activities, whereas EnFB is just a tiny insignificant matter.
b.	"The smoke [from garbage burning] is not a lot. The garbage is only a little." (Bumijaya, Woman, JHS).	
5.	"Riding public transport is less convenient. We often experience traffic jams. Thus, it takes longer time to get to the destination. Because public transport needs a longer time to gather for full passengers. It's faster and saves time to use your own motorcycle." (20-Ilir, Woman, University).	EFB is not convenient
6..	"Everybody prefers to use a private vehicle, if they have one. Private transport is faster. No need to wait, things that you need to do when you ride a bus." (Anyar, Man, JHS).	EnFB is more convenient

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