

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

