

CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS

5.1. Conclusions

This research has five objectives that was set in the first chapter of this research. The first objective is to analyze whether subjective norms positively affects consumers' green purchase intention. The second objective is to learn whether aesthetic value has a positive impact towards consumers' intention to purchase. The third objective is to analyze whether green value has a positive impact towards consumers' green purchase intention. The fourth objective is to see whether Perceived Price has a positive impact towards consumers' intention to purchase. The last objective is to analyze whether perceived quality has a positive impact on consumers' green purchase intention.

After undergoing some data gathering processes, statistical tests and analyzing the results, there are five outcomes that can be concluded from this research. The results of this research signified several conclusions in line with consumers' intention to purchase green product. According to the t-score results, the score of subjective norms is the second lowest after Perceived Price. It means that subjective norms has contribution for the green purchase intention, but electric motorcycle is not considered cheap, so people cannot easily influenced by only subjective norms. Aesthetic value has the third highest t-score after green value and perceived quality, it means that consumers are really influenced by the design of the electric motorcycle. Green value has the highest t-score among others, which is 4.857 and followed by Perceived Price with the lowest t-score, which is 3.386. It can be concluded that green value of the consumers is the highest aspect that influenced consumers green purchase intention. People with higher green value will still consider buying electric motorcycle, although the price is high, the design is not aesthetic, and the quality still not as good as the conventional motorcycle. On the other hand, Perceived Price has the lowest t-score, which means that Perceived Price has contribution but not as high as green value. Consumers still buy electric

motorcycle if the price is high, but they will be attracted more if the price is cheaper. Perceived quality has the second highest score from the t-table, which is 3.777. It means that consumers really influenced by the perceived quality of the electric motorcycle. So based on this research, it can be concluded that people will choose electric motorcycle with high quality but bad aesthetic design and expensive price, rather than low quality but good aesthetic and cheap price.

From this research, it included total of 300 respondents with the following statistical number:

1. Male respondents are dominating with 66.67% and female 33.33%.
2. Age of the respondents mostly from 17-28 years old with total of 76.33%.
3. Area of residence dominated by Jakarta and Tangerang with 48% and 26.33% respectively.
4. Highest level education occupied by senior high school and bachelor's degree with 45.67% and 39% respectively.
5. Mostly are college students, private employee and online driver.
6. Most of the respondents are spending their money less than Rp.3,500,000 per month.
7. 54.33% of the respondents just know Selis brand from the author questionnaires.

5.2. Managerial Implication

5.2.1. Subjective Norms

Table 5.1 Majority Result of Subjective Norms

Source: Author, SPSS Output, 2020

Subjective Norms	Statement	Majority Results	Answer	Mean Result
SN1	If my family and friends are using electric motorcycle, I will also use it. (Nguyen <i>et al.</i> , 2018)	33.67%	neutral	3.570
SN2	The media influences me to use electric motorcycle. (Nguyen <i>et al.</i> , 2018)	31.33%	agree	3.423
SN3	The community where I live would influence me to use electric motorcycle. (Nguyen <i>et al.</i> , 2018)	24.33%	agree	3.073
SN4	People who are important to me think that I should use electric motorcycle. (Sreen, Purbey and Sadarangani, 2018)	29.67%	neutral	2.953
SN5	People who matter to me would like it if I purchase products that cause less harm to the environment. (Policarpo and Aguiar, 2020)	32.00%	agree	3.713
SN6	People close to me think that I should purchase products that cause less harm to the environment. (Policarpo and Aguiar, 2020)	32.33%	agree	3.583
SN7	Positive opinions from those close to me influence my decision to purchase products that cause less harm to the environment. (Policarpo and Aguiar, 2020)	37.00%	agree	3.810

As can be seen on the table 5.1 above, it is stated that a majority of the respondents mostly agree on indicator number 7, which states that “Positive opinions from those close to me influence my decision to purchase products that cause less harm to the environment”, with 37.00% agreeing on this statement, it is fair to say that positive opinions close to consumers really influenced their decision to purchase a product that cause less harm to the environment. It means that consumers decision making

also influenced by other people. Also can be seen on indicator number 2, that consumers decision also affected from the media. By using a lot of media, Selis can influenced people to be more attracted on Selis product. Selis advertising strategy shows a great example of a good advertisement that can make consumers interested, Figure 5.1 shows an example:



Figure 5. 1 Advertisement by Selis

Source: Instagram @selis.indonesia, 2020

By looking at the figure 5.1 above, people already knew that Selis produced electric motorcycle that is not producing any air pollution. Selis can post more often on social media, so people will be change their mindset because of Selis brand. Automatically people will remember Selis brand when they need to buy transportation that are environmentally friendly. Also, Selis can do more promotion or endorsement with famous artist/influencer in Indonesia that are showing Selis products is green and safe for the environment, thus consumers will recommend Selis by word-of-mouth to their closest friend or relatives to buy Selis product. Other idea also Selis can make a new trend, like #noplasticstraw that already succeed on the 2018. Selis can make trend maybe #SayNoToPollution , and people

in Indonesia loves to follow trend and hopefully become challenging and Selis can be more known by people in Indonesia.

5.2.2. Aesthetic Value

Table 5. 2 Majority Result of Aesthetic Value

Source: Author, SPSS Output, 2020

Aesthetic Value	Statement	Majority Results	Answer	Mean Result
AV1	The design of SELIS electric motorcycle gives me pleasure. (Kumar and Noble, 2016)	37.33%	agree	3.533
AV2	The curves and lines of the SELIS electric motorcycle design make it appealing to me. (Yu and Lee, 2019)	39.00%	agree	3.500
AV3	I like the aesthetic of SELIS electric motorcycle. (Yu and Lee, 2019)	41.33%	agree	3.583
AV4	The design of SELIS electric motorcycle is attractive. (Yu and Lee, 2019)	40.67%	agree	3.663

As can be seen on the table 5.2 above, it is stated that a majority of the respondents mostly agree on indicator number 3, which states that “I like the aesthetic of SELIS electric motorcycle”, with 41.33% agreeing on this statement, it is fair to say that design of the electric motorcycle by Selis is good and attractive from the consumers perspective. Selis already did a really good job and should keep trying to make more attractive design that will catch more customers. Selis electric motorcycle can be seen on the figure 5.2 below:



Figure 5. 2 Selis Electric Motorcycle

Source: *tokoselis.com* , 2020

By looking at the figure 5.2 above, it will be more interesting if consumers can request to have a custom color/stickers/trim. Selis can make more options for the customers if they want to customize their electric motorcycle. Thus, people will get more attracted by the Selis brand, also the aesthetic value of the Selis electric motorcycle will be more variative.

Other idea also can be, Selis can create an event to design new electric motorcycle and give prize to the winners. From that, Selis can get attention from public and get a lot of information and idea about the new design of the electric motorcycle. On the other hand, people that join the event can know more about the Selis brand, and also be interested to buy Selis product, moreover if their design win, they will also promote the Selis product to its relatives/ friends.

5.2.3. Green Value

Table 5.3 Majority Result of Green Value

Source: Author, SPSS Output, 2020

Green Value	Statement	Majority Results	Answer	Mean Result
GV1	It is important to me that the products I use do not harm the environment. (Gunden, Atis and Salali, 2020)	41.33%	strongly agree	4.120
GV2	I consider the potential environmental impact of my actions when making any of my decisions. (Gunden, Atis and Salali, 2020)	40.67%	agree	4.033
GV3	I would describe myself as environmentally responsible. (Gunden, Atis and Salali, 2020)	37.67%	agree	3.963
GV4	I am concerned about wasting the resources of our planet. (Gunden, Atis and Salali, 2020)	36.67%	agree & strongly agree	4.013

As can be seen on the table 5.3 above, people already state strongly agree for indicator number 1, which states “It is important to me that the products I use do not harm the environment”. It indicates that Selis product already in line with the consumers preferences. Selis need to show more often to the customers that Selis product is environmentally friendly and does not harm the environment. Based on the table 5.3 above, most of the people fill up the questionnaire already have green value, but Selis can also target the non-green consumer. By doing green campaign event in the mall & exhibition for example or can simply by using the social media.

Actually, Selis already has a good example of the comparison of electric motorcycle and conventional motorcycle. The figure 5.3 can be seen below:



Figure 5.3 Cost Comparison

Source: selis.co.id , 2020

By giving the information on the figure 5.3 above, people with non-green value will become more attracted to use Selis product. Not just because Selis is more environmentally friendly, but also more efficient in terms of cost. Selis also can make a seminar in school/university, to make children nowadays more understand about how important our world is. By doing a lot of seminar, children nowadays will be more understand about air pollution, and product that less harm for the environment. Then, children can have more green value when they grow up and use Selis product in the future.

5.2.4. Perceived Price

Table 5. 4 Majority Result of Perceived Price

Source: Author, SPSS Output, 2020

Perceived Price	Statement	Majority Results	Answer	Mean Result
PF1	The price of electric motorcycle are economical. (Chen, Chen and Tung, 2018)	29.67%	agree	3.403
PF2	I think the price of electric motorcycle are in line with the value of the product. (Chen, Chen and Tung, 2018)	36.00%	agree	3.603
PF3	The price of electric motorcycle are acceptable. (Chen, Chen and Tung, 2018)	40.33%	agree	3.560
PF4	It is acceptable to pay 10 percent more for Electric Motorcycle that are environmentally friendly. (Laroche, Bergeron and Barbaro-Forleo, 2001)	34.00%	neutral	3.223

As can be seen on the table 5.4 above, consumers already agree with the indicator number 3, which states “the price of electric motorcycle are acceptable”, with 40.33%. It can be said that consumers already agree that the price for electric motorcycle are reasonable. To boost the sales of Selis product, Selis can give discount to make more interesting promotion, and maybe can make a great cooperation with hotels and companies. Selis can ask companies and hotels to use their product with special price, on the other hand, Selis also promotes their product when people are coming to the hotel and companies. Other idea can be Selis gives a cashback whenever someone use “referral code”. It will attract more customer, in

the perspective of the buyers, also the recommenders. People who already bought Selis product will recommend again to others to get additional cashback.



Figure 5. 4 Bundling Promotion by Erafone

Source: Erafone

Other idea can be seen on the figure 5.4 above, Selis can use a bundle promotion to get more attractive. For example, if people buy two electric motorcycle, will get extra discount. Thus, people will try to ask someone to buy Selis product to get the benefits of the extra discount. Not just Selis will boost up the sales, but also customer will automatically do the subjective norms by themselves. On the other hand, for the indicator number four, which states “It is acceptable to pay 10 percent more for Electric Motorcycle that are environmentally friendly” , has majority of respondents answered with “neutral”, which means that customers still confused or not sure about paying additional money to the electric motorcycle. Selis also can do more seminar or general knowledge on the advertising side or to the school/university about how important our world is and will getting worse if they use transportation that still use gasoline. It is believed that, when customers understand that electric motorcycle are more environmentally friendly, and using conventional motorcycle will make our world worse, they will accept to pay 10 percent more for electric motorcycle.

5.2.5. Perceived Quality

Table 5. 5 Majority Result of Perceived Quality

Source: Author, SPSS Output, 2020

Perceived Quality	Statement	Majority Results	Answer	Mean Result
PQ1	Electric motorcycle offers reliable levels of quality. (Higueras-Castillo <i>et al.</i> , 2019)	41.33%	agree	3.690
PQ2	Electric motorcycle vehicle are well made. (Higueras-Castillo <i>et al.</i> , 2019)	42.00%	agree	3.797
PQ3	I am confident that the electric motorcycle will last a long time. (Shintaputri and Wuisan, 2017)	38.33%	neutral	3.407
PQ4	I am confident that the electric motorcycle would function perfectly without frequent servicing. (Shintaputri and Wuisan, 2017)	37.33%	neutral	3.250
PQ5	I am confident that the electric motorcycle will be not easily broken because of the heavy usage or misuse. (Shintaputri and Wuisan, 2017)	39.00%	neutral	3.107

PQ6	I am confident that the electric motorcycle will function well. (Shintaputri and Wuisan, 2017)	43.33%	agree	3.710
PQ7	I am confident that the electric motorcycle will function well consistently. (Shintaputri and Wuisan, 2017)	37.67%	neutral	3.523

As can be seen on the table 5.5 above, the majority results has agree on the indicator number 6, which states “I am confident that the electric motorcycle will function well”, with 43.33%. It can be said that, customers already believe on the quality of the electric motorcycle is good/well made. Selis can boost the sales by using marketing strategy. By showing how strong or long-lasting is the Selis electric motorcycle in the social media or by giving demonstration when having an exhibition. Because customers still did not know about how good the electric motorcycle quality is. As can be seen on the table 5.5 above, most of the people answered “neutral” when it comes to the long-term electric motorcycle quality. Thus, customers still have doubt about the quality of the electric motorcycle. Other idea can be Selis contact customers that already bought Selis product and ask for testimonial and review of the product to make new customers more interested. Because testimonial and reviews from customers really affect Indonesian people before buying a product. People will buy from the shop or marketplace that already has reviews. Actually, Selis already used testimonial in Instagram, and can be seen on the figure 5.5 below.



Figure 5. 5 Selis testimonial

Source: Instagram: @selis.indonesia

As can be seen on the figure 5.5 above, Selis already done testimonial review and post it through Instagram highlight features. But it is more than one year ago last updated. Selis can post more about testimonial reviews from customers or can manually contact them again to give testimonial and post it to Instagram. It is better way to promote good quality of the product than claim it by Selis itself. Also, Selis can post photo with additional words like review and testimonial or first impression using Selis product, it can also make new customers more interested. On the other hand, by posting testimonial more often, it can attract more customers also, as a proof that Selis product are attractive by most of the people.

5.2.6. Green Purchase Intention

Table 5. 6 Majority Result of Green Purchase Intention

Source: Author, SPSS Output, 2020

Green Purchase Intention	Statement	Majority Results	Answer	Mean Result
GPI1	I plan to buy electric motorcycle. (Sreen, Purbey and Sadarangani, 2018)	39.33%	neutral	3.163
GPI2	In the future, I will buy motorcycle with less environmental pollution. (Chen, Chen and Tung, 2018)	41.67%	agree	4.077
GPI3	Comparing with conventional motorcycle, I am more willing to buy electric motorcycle. (Chen and Deng, 2016)	37.00%	neutral	3.413
GPI4	The next time to buy, the possibility of choosing electric motorcycle is very high. (Chen and Deng, 2016)	32.33%	agree	3.587

As can be seen on the table 5.6 above, with 41.67% of total respondents agreeing that they will buy motorcycle with less environmental pollution in the future. Selis already a good pioneer and leader in terms of electric motorcycle. Unfortunately, 54.33% of the total respondents from this questionnaire did not know about selis brand. It is advised that Selis should more focused to do advertising and endorse famous artist and influencer, so people can be more familiar about Selis brand and electric motorcycle. Since, most of the respondents who fill up the questionnaires ranging from 17-28 years old, and majority of them still did not know about Selis brand, maybe Selis can use Instagram/ facebook ads to attract more people starting from millennials. Also, as can be seen on the indicator GPI2, that 41.67% already agree to the statement “In the future, I will buy motorcycle with less environmental

pollution.” It means that Selis needs to show more advantages compared to other company that also sell electric motorcycle. By using all the managerial implications from the researcher about subjective norms, aesthetic value, green value, Perceived Price, and perceived quality, it is believed that it will help increase consumers to have more intention to purchase green products.

5.3. Recommendations for Further Research

There are a few things to be improved in future research. Since this study only used variables such as subjective norms, aesthetic value, green value, Perceived Price and perceived quality towards green purchase intention of electric motorcycle, future studies could maybe use other variables and can use more narrow age groups (millennials), and location of the research not only in Jabodetabek. It is also be remembered that this research focus on the electric motorcycle as the green product and Selis as the study case, it is advised that future studies can further discuss about green purchase intention on other specific industries such as fashion industries, food & beverages, other brand and so on.