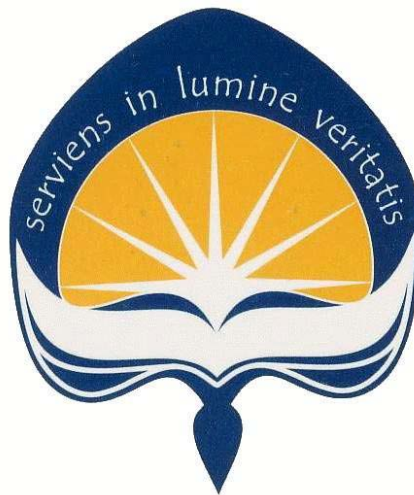


**THE INFLUENCE OF GREEN MARKETING STRATEGIES TO  
CONSUMERS ENVIRONMENTAL BEHAVIOUR**

**A Thesis**

**Presented as Partial Fulfillment of the Requirement for the Degree of  
*Sarjana Ekonomi (S1)* in International Business Management Program  
Faculty of Economics Universitas Atma Jaya Yogyakarta**



**Compiled by:**

**Yoan Nita Gunawan**

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**FACULTY OF ECONOMICS  
UNIVERSITAS ATMA JAYA YOGYAKARTA  
YOGYAKARTA, 2016**

**A THESIS**  
**Faculty of Economics**  
**Universitas Atma Jaya Yogyakarta**

**I hereby recommended that the thesis prepared under my supervision by**

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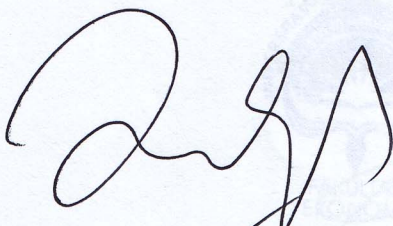
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**Program Faculty of Economics Universitas Atma Jaya Yogyakarta.**

**Dated on: Yogyakarta, August 8<sup>th</sup>, 2016**

**Advisor**



**Mahestu Noviandra Krisjanti, M. Sc. IB., Ph. D.**



This is to certify that the thesis entitled

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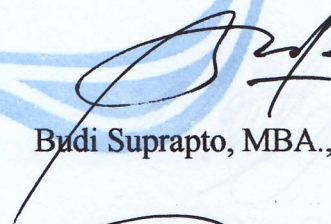
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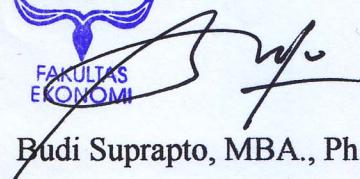
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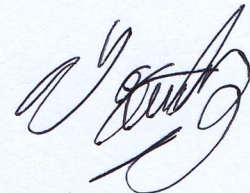


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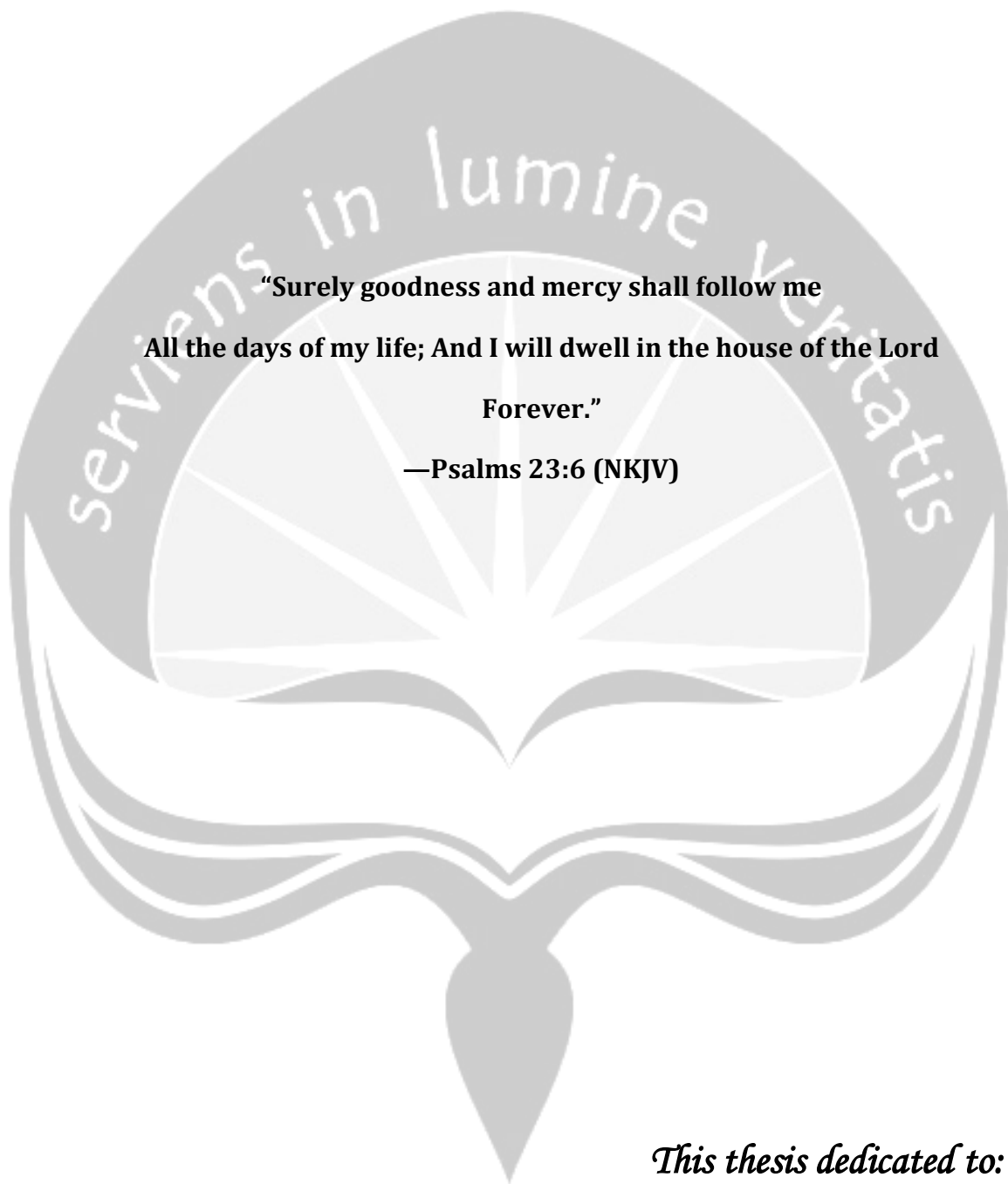
I, Yoan Nita Gunawan, as a researcher and writer of this thesis, entitled: *The Analysis: Impact of Green Marketing Strategies on Consumer Purchasing Patterns in DIY (Yogyakarta)*, hereby declare that the compilation presented in this thesis was compiled by me. This thesis has not been submitted in any publication before in whole or in part. I fully understand that this thesis does not contain of part or whole of others' writings without any citation and or attachment in the references.

Yogyakarta, August 8<sup>th</sup>, 2016

Stated by,



Yoan Nita Gunawan



***This thesis dedicated to:***

My Heavenly Daddy, Jesus, and the Holy Spirit,  
Those who contributed to me as I am who I am,  
The fellow who also struggling for accomplishing their study.

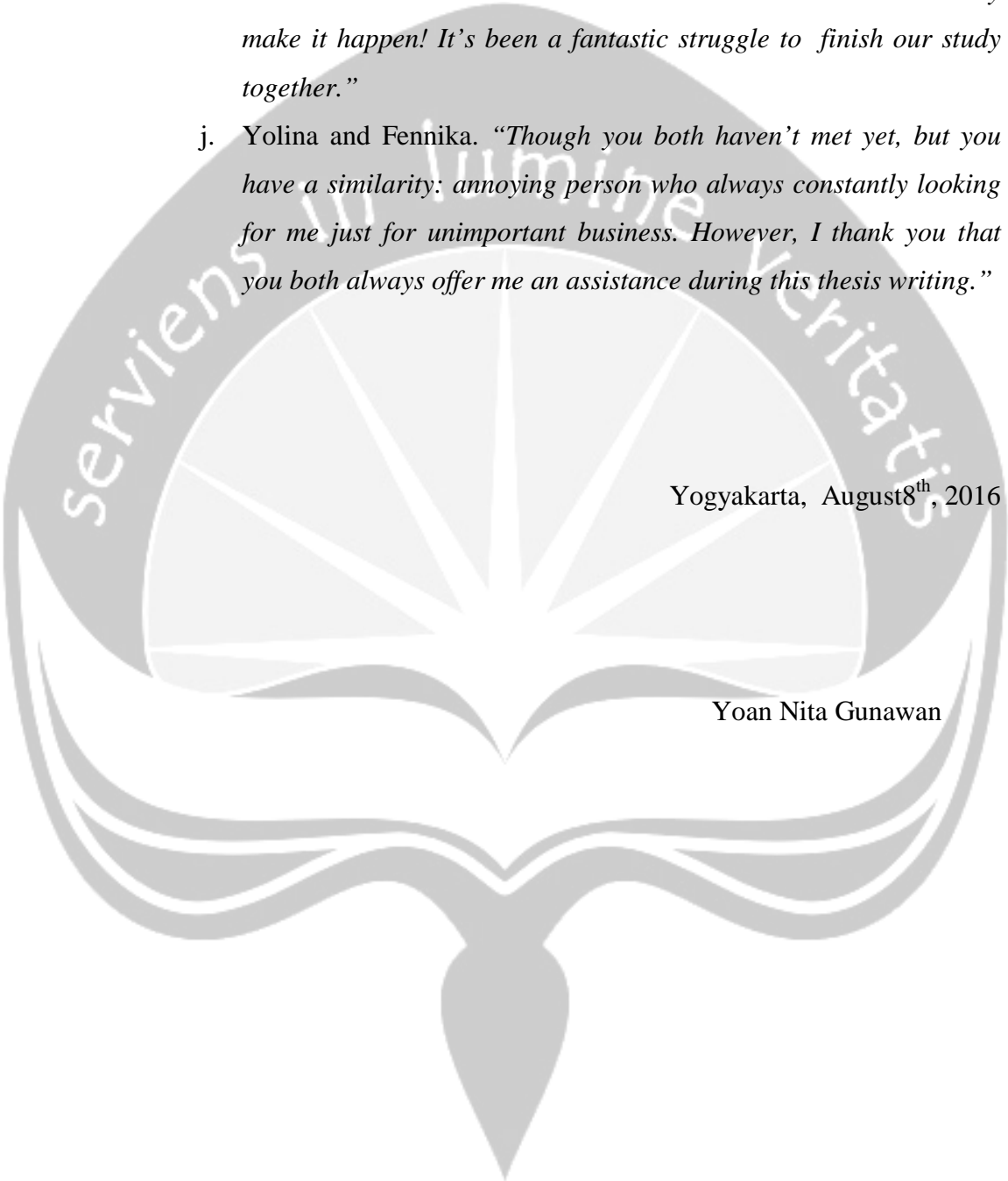
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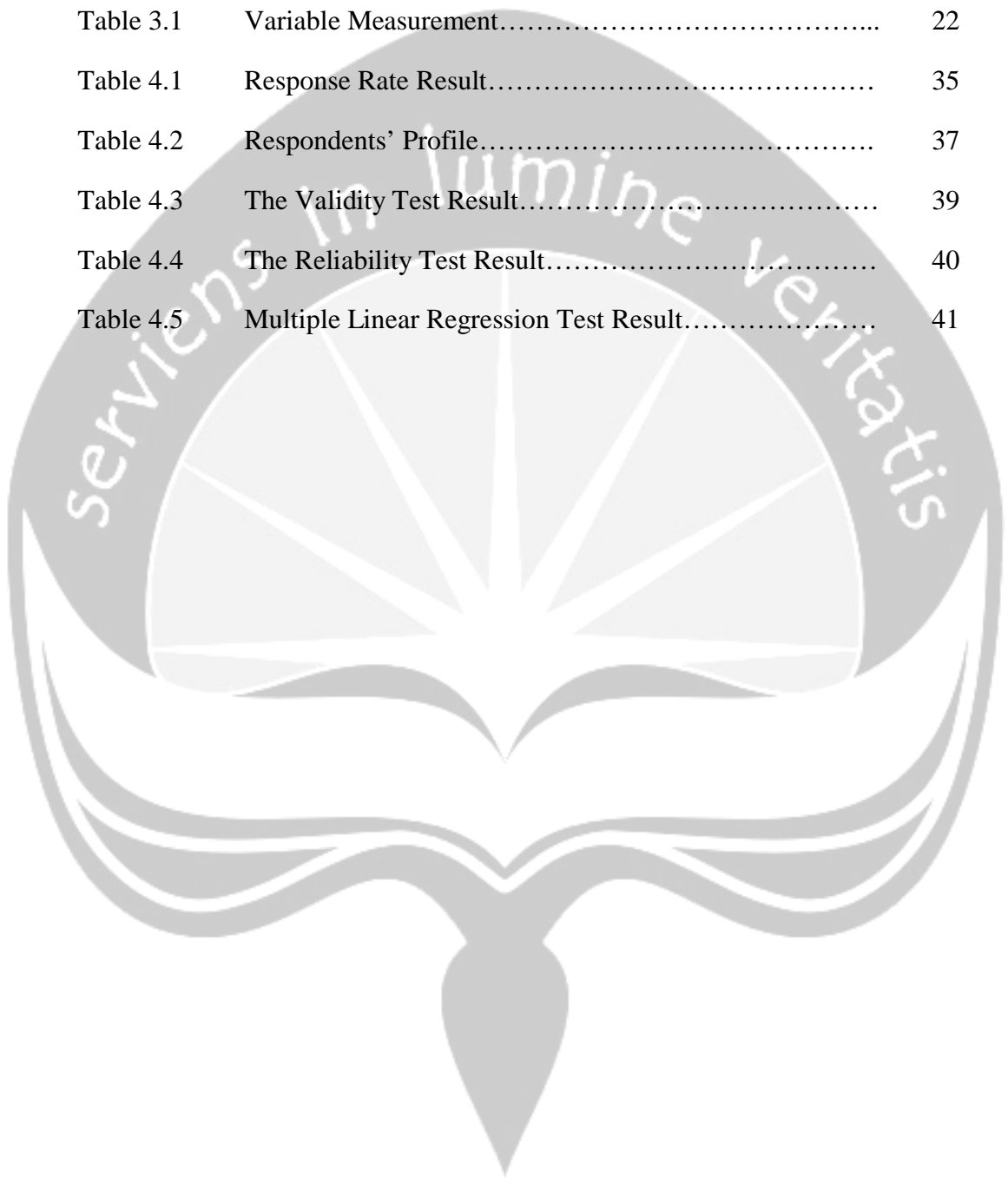
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# **THE INFLUENCE OF GREEN MARKETING STRATEGY TO CONSUMERS ENVIRONMENTAL BEHAVIOUR**

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**Mahestu N. Krisjanti, M. Sc. IB., Ph. D.**

## **Abstract**

This research aims to investigate the influence of eco-labelling, green packaging and branding, environmental advertisement, green premium pricing, and eco-image to consumers' environmental behaviour. The result found that in overall all has influence consumers' environmental behaviour. However, when it came to partial test, only eco-labelling, green packaging and branding, and green premium pricing which contributes to the consumers' environmental behaviour.

**Key Words:** green marketing, eco-labelling, green packaging and branding, environmental advertisement, green premium pricing, eco-image, consumers' environmental behavior.