

**OPPORTUNITY FOR GREEN MARKETING:
ADULT CONSUMERS IN YOGYAKARTA**

THESIS

**Presented as Partial Fulfillment of the Requirements for the Degree of
Sarjana Ekonomi (S1)**

In International Business Management Program

Faculty of Economics Universitas Atma Jaya Yogyakarta



Compiled by:

Auxiliadora Patricia Henriqe

Student ID Number: 09 12 17571

FACULTY OF ECONOMICS

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Universitas Atma Jaya Yogyakarta

I hereby recommend that the thesis prepared under my supervision by

Compiled by:

Auxiliadora Patricia Henriqe

Student ID Number: 09 12 17571

Thesis Entitled

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Be accepted in partial fulfillment of the requirements for the Degree of Sarjana
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Supervisor,



Drs. Gunawan Jiwanto, MBA.

Yogyakarta, November 11th, 2013

This is to certify that the thesis entitled
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Compiled by:


Auxiliadora Patricia Henriqe

Student ID Number: 09 12 17571

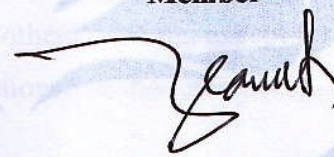
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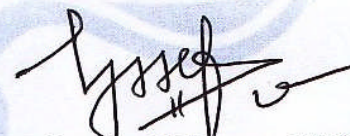
Examination Committee

Chairman


(Drs. Gunawan Jiwanto, MBA)



Member


(EF. Slamet Santoso Sarwono, MBA., DBA)


(Fandy Tjiptono, M.Comm., Ph.D.)

Yogyakarta, February 11th, 2014

Dean



(Dr. Dorothea Wahyu Ariani, SE., MT.)

AUTHENTICITY ACKNOWLEDGEMENT

I, Auxiliadora Patricia Henriqe hereby declare that I compiled the thesis with the following title:

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Auxiliadora Patricia Henriqe

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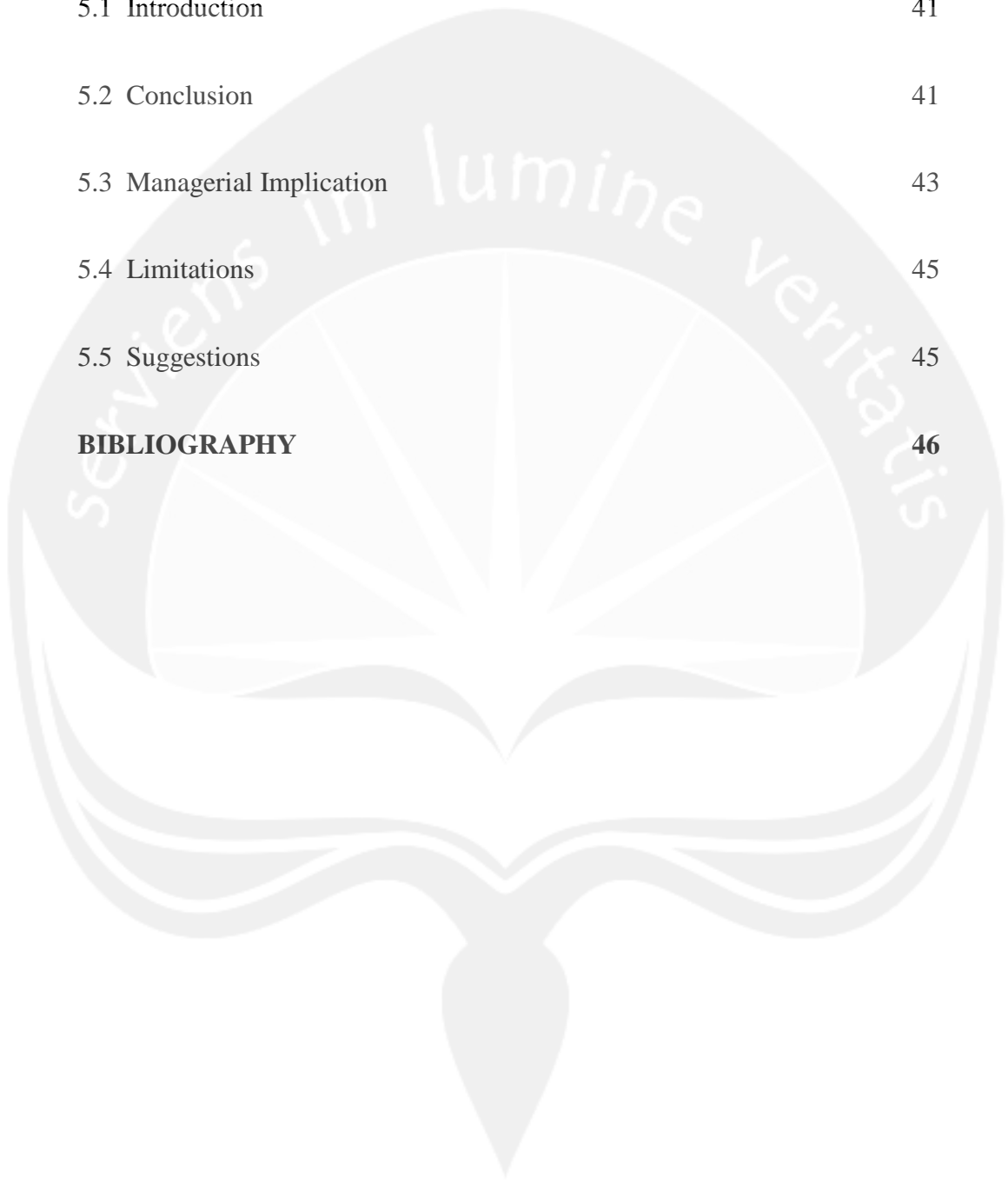
TABLE OF CONTENT

TITLE PAGE	i
APPROVAL PAGE	ii
COMMITTEE'S APPROVAL PAGE	iii
AUTHENTICITY ACKNOWLEDGEMENT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vii
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APPENDICES	xiii
ABSTRACT	xiv
CHAPTER I: INTRODUCTION	1
1.1 Research Background	1
1.2 Research Questions	7
1.3 Scope of Research	7
1.4 Research Objectives	8
1.5 Research Benefits	8
1.6 Research Report Outline	9

CHAPTER II: LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Green Marketing	10
2.3 Green Purchasing Behavior	11
2.4 Social Influence	12
2.5 Environmental Attitude	13
2.6 Environmental Concern	13
2.7 Perceived Seriousness of Environmental Problems	14
2.8 Perceived Environmental Responsibility	15
2.9 Concern of Self-Image in Environmental Protection	16
2.10 Hypothesis Development	17
CHAPTER III: RESEARCH METHODOLOGY	18
3.1 Introduction	18
3.2 Research Context	18
3.3 Method	20
3.4 Population, Sample, Sampling Method	20
3.5 Research Variables	21
3.6 Reliability	21

3.7 Data Analysis	22
CHAPTER IV: DATA ANALYSIS	25
4.1 Introduction	25
4.2 Descriptive statistics of Data Collection	25
4.2.1 Gender of Respondent	25
4.2.2 Age of respondents	26
4.2.3 Education Level of Respondents	26
4.2.4 Job of Respondents	27
4.2.5 Income Range of Respondents	27
4.2.6 Member of Environmental Organization Clubs	28
4.2.7 Know about Green Products	29
4.2.8 Green Advertisement	29
4.2.9 Buying Green Products	24
4.2.10 Green Products Commonly Bought	31
4.2.11 Green Product's Brands	31
4.3 Reliability	32
4.4 Regression	33
4.5 Independent Sample Test	35

4.6 The Comparison with Previous Research	36
CHAPTER V: CONCLUSION AND IMPLICATIONS	41
5.1 Introduction	41
5.2 Conclusion	41
5.3 Managerial Implication	43
5.4 Limitations	45
5.5 Suggestions	45
BIBLIOGRAPHY	46

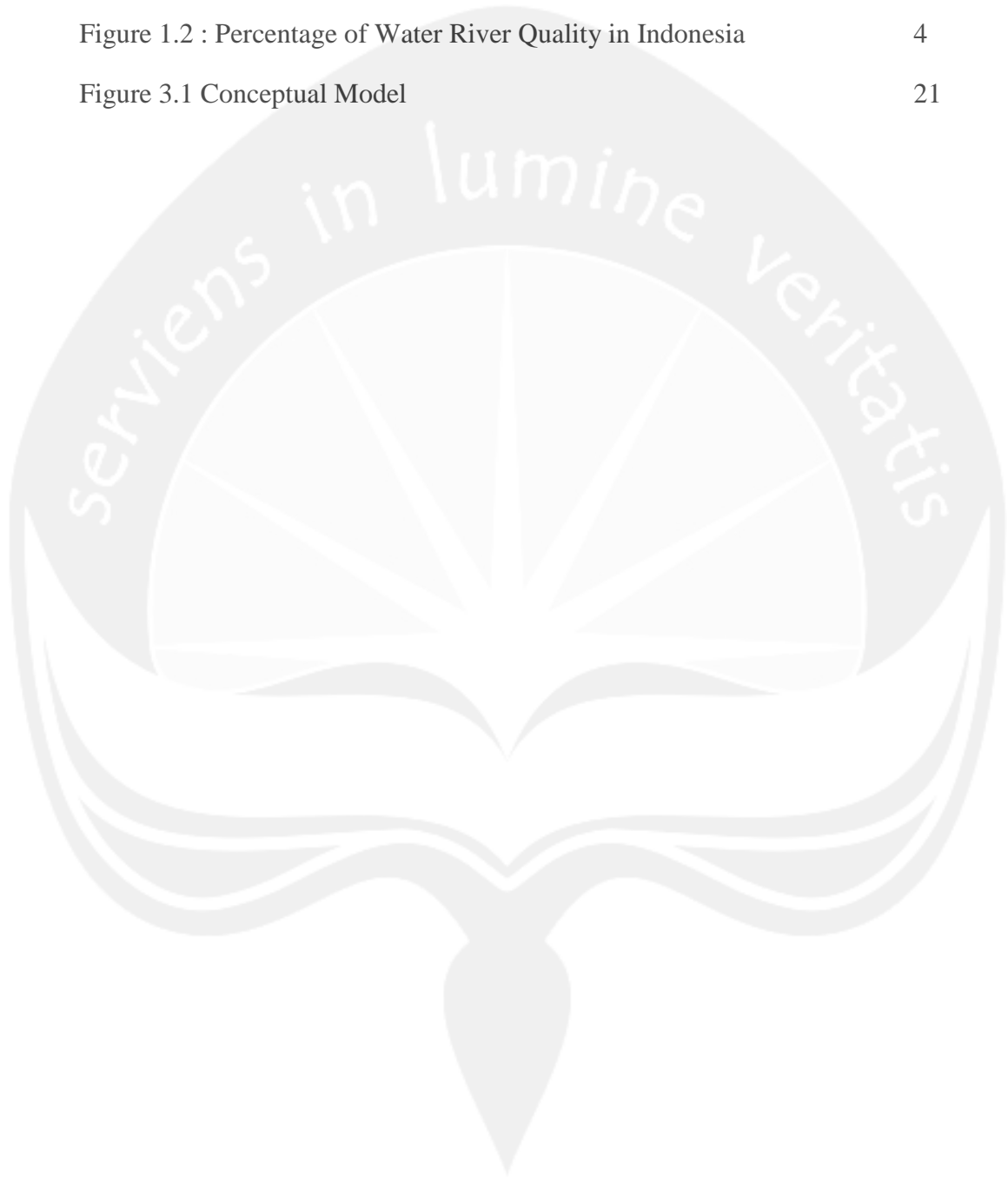


LIST OF TABLES

Table 3.1 Analysis Method of Hypothesis	23
Table 4.2 Gender of Respondents	26
Table 4.3 Age of Respondents	26
Table 4.4 Education Level of Respondents	26
Table 4.5 Job of Respondents	27
Table 4.6 Income Range of Respondents	28
Table 4.7 Member of Environmental Organization Clubs	29
Table 4.8 Know about Green Products	29
Table 4.9 Green Advertisement	30
Table 4.10 Buying Green Products	30
Table 4.11 Green Products Commonly Bought	31
Table 4.12 Green Product's Brands	32
Table 4.13 Reliability	33
Table 4.14 Model Summary	33
Table 4.15 ANOVA	34
Table 4.16 Coefficients	35
Table 4.17 Independent Sample Test	36
Table 4.18 The comparison with previous research	37

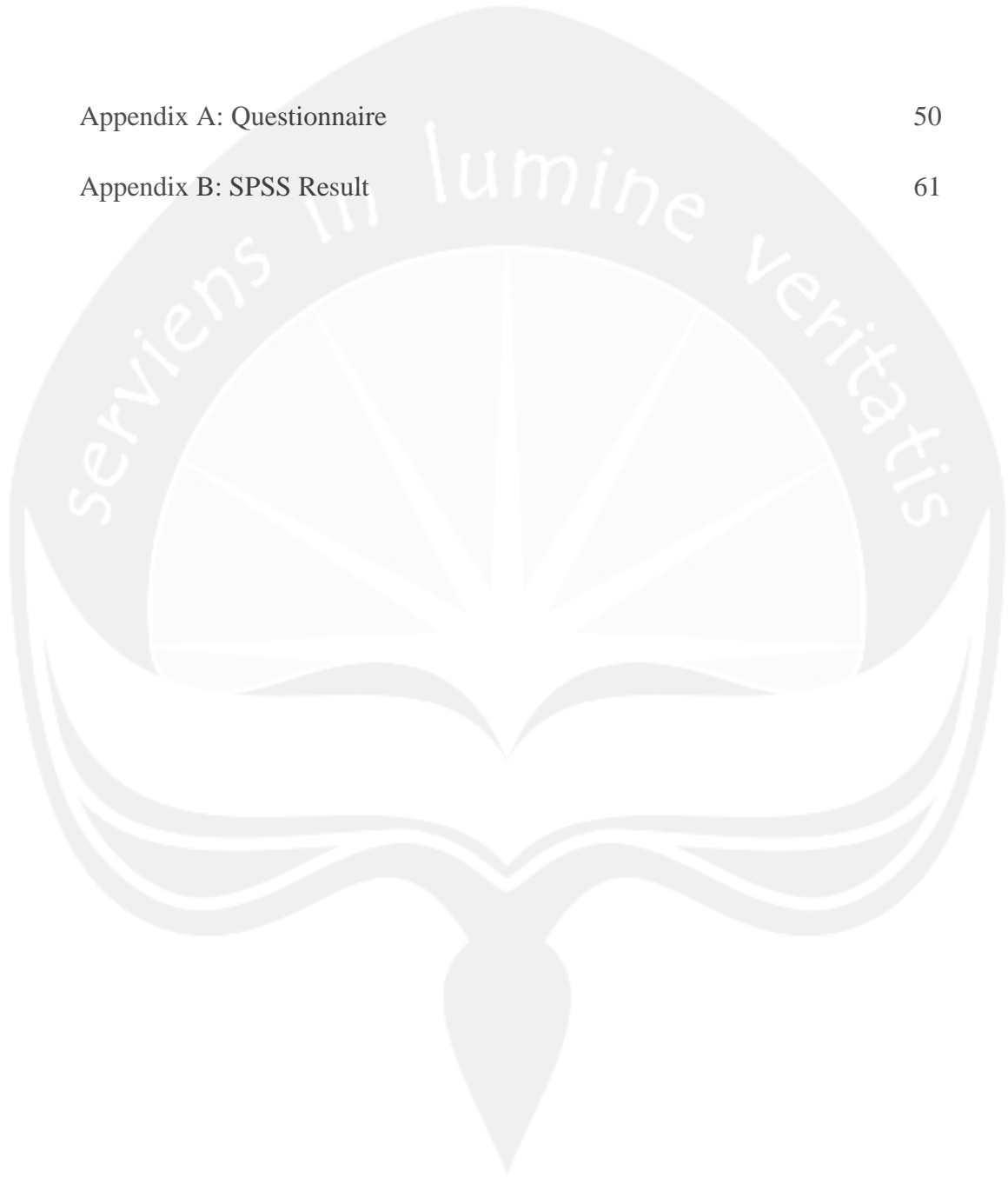
LIST OF FIGURE

Figure 1.1 : Concentration of CO 2011-2012 in urban (rood monitoring)	3
Figure 1.2 : Percentage of Water River Quality in Indonesia	4
Figure 3.1 Conceptual Model	21



LIST OF APPENDICES

Appendix A: Questionnaire	50
Appendix B: SPSS Result	61



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Student ID Number: 09 12 17571

Supervisor

G. JIWANTO, DRS., MBA

ABSTRACT

This study is based on 150 adult consumers in Yogyakarta who are 35-64 years old. The objective of the study is to analyze the important factors which affect green purchasing behaviors and gender differences in green purchasing behavior of adult consumers in Yogyakarta. This study uses questionnaire of 150 adult consumers in Yogyakarta. Hypotheses are developed to analyze the important factors which affect green purchasing behaviors and gender differences in green purchasing behavior of adult consumers in Yogyakarta. Regression is used to analyze the hypotheses. The result of this study is Concern of Self-Image in Environmental Protection and Social influence are significantly affecting green purchasing behavior of adult consumers in Yogyakarta and there is no difference

between male and female of adult consumers in Yogyakarta in green purchasing behavior. Keywords : green purchasing behavior, adult consumers

