

## **CHAPTER V**

### **CONCLUSION AND IMPLICATIONS**

#### **5.1 Introduction**

In this chapter, the author discusses the findings of the study, recommendation for the future research. The managerial implications, limitations, and conclusion also included in this chapter

#### **5.2 Conclusion**

The objective of this study is to examine the factors that influence green purchasing behavior of adult consumers in Yogyakarta. This study has been designed to analyze the influence of Social influences, Environmental Attitude, Environmental Concern, Perceived seriousness of Environmental Problems, Perceived of Environmental Responsibility and Concern for self-image in environmental protection to green purchasing behavior of adult consumers in Yogyakarta. The conclusions of this study are derived from hypotheses testing to answer the problem statement:

1. Hypothesis H<sub>1</sub>, which stated Social influences have a positive influence with green purchasing behavior. The study of regression showed that Green Purchasing behavior of adult consumers in Yogyakarta is significantly influenced by Social influences ( is accepted ).
2. Hypothesis H<sub>2</sub>, which stated Environmental attitude has a positive influence with green purchasing behavior. The study

of regression showed that Green Purchasing behavior of adult consumers in Yogyakarta is not significantly influenced by Environmental attitude ( is rejected ).

3. Hypothesis H<sub>3</sub>, which stated Environmental concern has a positive influence with green purchasing behavior. The study of regression showed that Green Purchasing behavior of adult consumers in Yogyakarta is not significantly influenced by environmental concern ( is rejected ).
4. Hypothesis H<sub>4</sub>, which stated Perceived seriousness of environmental problems have a positive influence with green purchasing behavior. The study of regression showed that Green Purchasing behavior of adult consumers in Yogyakarta is not significantly influenced by Perceived seriousness of environmental problems ( is rejected ).
5. Hypothesis H<sub>5</sub>, which stated perceived environmental responsibility have a positive influence with green purchasing behavior. The study of regression showed that Green Purchasing behavior of adult consumers in Yogyakarta is not significantly influenced by Perceived environmental responsibility ( is rejected ).
6. Hypothesis H<sub>6</sub>, which stated Concern for self-image in environmental protection have a positive influence with green purchasing behavior. The study of regression showed that Green Purchasing behavior of adult consumers in Yogyakarta

is significantly influenced by Concern for self-image in environmental protection ( is accepted ).

In addition, the independent sample test shows that there is no a significant difference of Concern for self-image in environmental protection between male and female in buying purchasing behavior.

This study concludes that there is an opportunity for green marketing of adult consumers in Yogyakarta. It can be described by descriptive analysis which 42.2 % of respondents join environmental organization and they care about environmental issues. 79.9% of respondents already known about environmental products. Moreover, 43.5% of respondents buy green products more than 6 times in a year. Social influences and Concern for self-image in environmental protection are the significant influence for adult consumers in Yogyakarta in having green purchasing behavior.

### **5.3 Managerial Implication**

The present study shows that the key to successful green marketing among adult consumers in Yogyakarta lies in two factors:

- 1) Concern for self-image in environmental protection.
- 2) Social influence

These findings shows points in different market segment of age group compare to original research done by Lee (2008) to adolescents in Hong Kong. This study shows that adults in Yogyakarta display a quite promising market opportunity for green products especially in food, cosmetics, households and eco electronics.

International green marketers are advised to consider adults as one of their market potential targeted markets for the following reasons:

- 1) Adult consumers have more disposable income and are willing to pay more for higher quality luxury products.
- 2) Older consumers in general are more willing to pay more for products that suit their individual needs (Euromonitor International, December 2009).  
However,
- 3) Adult consumers becoming less materialistic and increasingly interested in organic, environmentally friendly, and sustainable products.
- 4) Consumers in this group are willing to pay more products which have low carbon footprint and are eco-friendly.

All these things give long-term advantages for green marketers.

Applying the results of this study to practical marketing planning, international green marketers are suggested to consider some points in future green marketing works: First, environmental marketing message to adult in Yogyakarta should contain more self-image building. Some of the message such as; "Be Smart Be Green". Secondly, green marketers should put attention in social influence by encouraging individuals to recommended or testify green products to their friends in this consumer group. Spreading positive personal testimonies or word-of-mouth to create good environment by consuming green products is one of effective way to attract adult consumers.

#### **5.4 Limitations**

This study also had some inevitable limitations. In this study, the number of respondents used in this study 150 adult consumers from 35-64 years old in Yogyakarta because the previous study discussed adolescents in Hong Kong and university students in Jakarta. The time to conduct the study was approximately 6 months.

#### **5.5 Suggestions**

It is recommended to conduct future research to examine respondents not only in Yogyakarta but in other cities in Indonesia because Indonesia has many cultures which will affect the green purchasing behavior of adult consumers in other cities. It is suggested to study different segments, for example children, teenagers, elderly citizens because each group segment has different green purchasing behaviors. The future research is recommended to study about factors that influence green purchasing behavior in specific products, such as eco friendly fuel, organic foods, etc.

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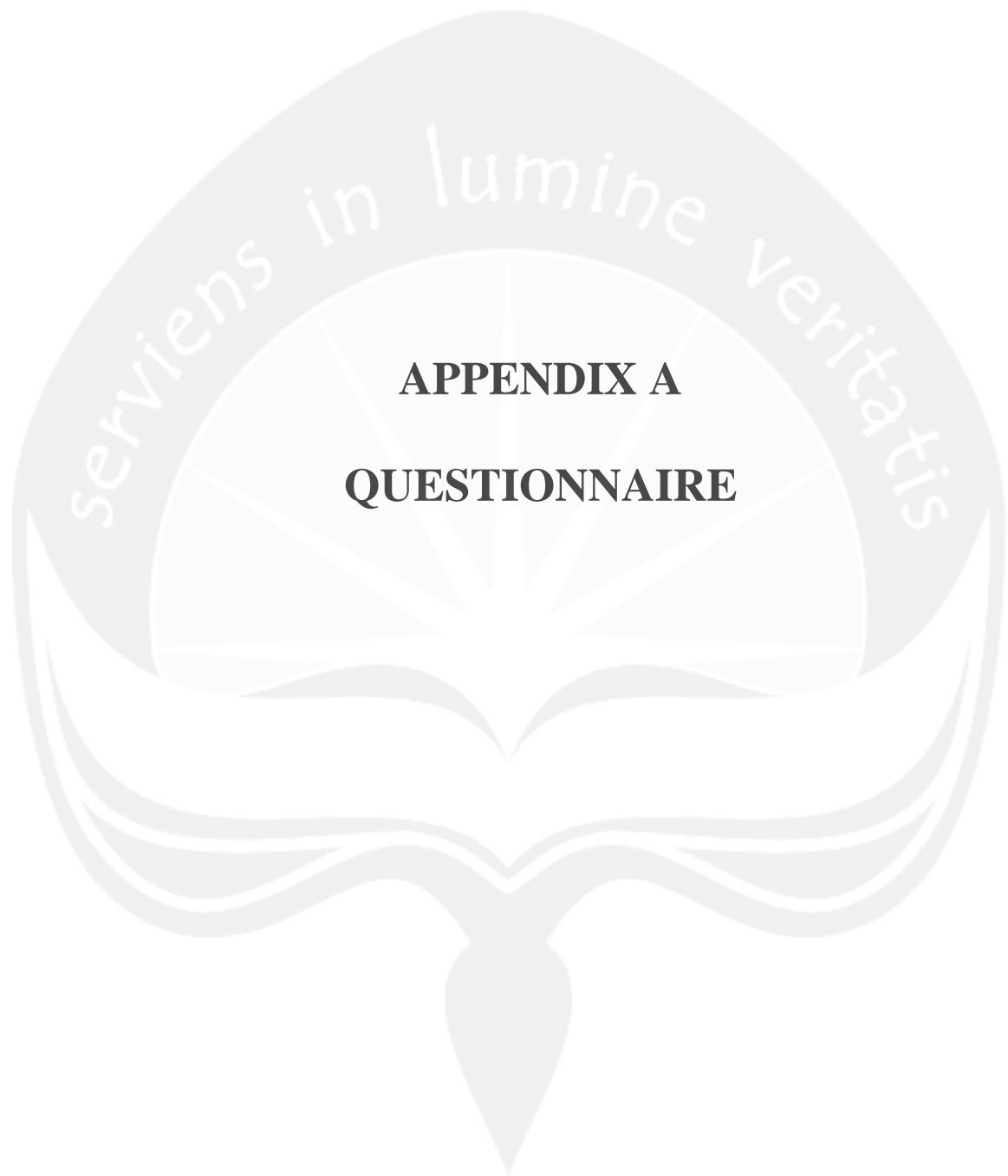
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Nama saya Auxiliadora Patricia Henriqe, mahasiswi Universitas Atma Jaya Yogyakarta jurusan IBMP (International Business Management Program). Saat ini saya sedang mengerjakan skripsi sebagai salah satu syarat kelulusan. Kuisisioner ini akan saya gunakan sebagai data dalam skripsi saya. Diharapkan responden mengisi pertanyaan-pertanyaan dibawah ni dengan sejujur-jujurnya. Dalam pengisian kuisisioner ini hanya dibutuhkan waktu 10 menit.

Kuesioner ini meneliti tentang perilaku konsumen di Yogyakarta terhadap pembelian produk hijau atau produk ramah lingkungan. Adapun identitas responden dirahasiakan. Kuesioner ini terdiri dari bagian pertanyaan, yaitu dari A- G.

Produk Hijau atau Green Product adalah produk yang dibuat dengan menggunakan bahan-bahan ramah lingkungan dan tidak berbahaya untuk dikonsumsi. Produk hijau juga dapat dilihat dari proses produksinya yang efisien, menghemat energi, dan kemasannya didesain dengan tidak memberikan efek negatif terhadap lingkungan. Misalnya, kemasan yang dapat dipakai kembali, dapat didaur ulang, dan tidak mengandung bahan-bahan berbahaya. Sedangkan pengertian Green Marketing adalah segala bentuk aktivitas pemasaran yang bertanggung jawab terhadap lingkungan dan konsumen dengan memberikan efek negatif seminimal mungkin.

## KUESIONER

Beri tanda centang (v) pada tempat yang disediakan

1. Jenis Kelamin :         Laki-laki         Perempuan
  
2. Umur                        :  15-24 tahun         25-34 tahun         35-44  
tahun  
  
 45 – 54 tahun         55 <
3. Pendidikan terakhir :  SMP         SMA         D3  
 S1         Lainnya .....
4. Pekerjaan                        : .....
5. Penghasilan perbulan :  3-4 juta         2-3 juta         1-2  
juta  
 >4 juta
6. Apakah anda mengikuti organisasi lingkungan ?         Ya         Tidak
7. Apakah anda tahu mengenai produk hijau sebelumnya ?         Ya          
Tidak
8. Dimanakah biasanya anda menemukan iklan yang berhubungan dengan produk hijau:
 

a.        Radio	d. Billboard
b.        TV	e. Majalah / koran
c.        Internet	f. Lainnya....
  
9. Berapa kali anda membeli produk hijau dalam setahun ?
 

a.        1 kali	d. 4 kali
b.        2 kali	e. 5 kali
c.        3 kali	f. lebih dari 5 kali

10. Jenis produk hijau apa yang biasa anda beli ?

- a. Makanan dan minuman
- b. Kosmetik
- c. Peralatan rumah tangga & elektronik
- d. Perabotan mandi
- e. Bahan bakar
- f. Lainnya

11. Merek produk hijau manakah yang sering anda beli ?

- a. Starbuck
- b. Body shop
- c. Makanan Organik
- d. Philips (LED)/Lampu Neon
- e. Lainnya.....

**A. Pengaruh Sosial**

TP : Tidak pernah                      S : Sering  
 J : Jarang                                SS : Sangat Sering  
 TT : Tidak Tahu

No		TP	J	TT	S	SS
1	Seberapa banyak anda belajar mengenai produk hijau dari teman-teman anda ?					
2	Seberapa banyak anda belajar dari teman-teman anda mengenai isu lingkungan ?					
3	Seberapa banyak anda berdiskusi dengan teman-teman anda mengenai produk hijau ?					
4	Seberapa banyak anda berdiskusi dengan teman-teman anda mengenai isu lingkungan ?					

No		TP	J	TT	S	SS
5	Seberapa sering anda membeli produk hijau bersama teman-teman anda ?					
6	Seberapa sering anda berbagi informasi mengenai produk hijau bersama teman-teman anda ?					

### B. Sikap Terhadap Lingkungan

STS : Sangat tidak setuju

S: Setuju

TS : Tidak setuju

ST : Sangat setuju

TT : Tidak tahu

No		STS	TS	TT	S	SS
1	Mempromosikan hidup hijau di Yogyakarta merupakan hal yang penting.					
2	Saya sangat setuju bahwa dibutuhkan lebih banyak kegiatan pelestarian lingkungan di Yogyakarta.					
3	Meningkatkan kesadaran masyarakat Yogyakarta akan pelestarian lingkungan merupakan hal yang sangat penting.					
4	Kegiatan pelestarian lingkungan merupakan kegiatan yang membuang uang dan sumber daya lainnya.					
5	Isu lingkungan merupakan urusan saya.					
6	Menurut saya pelestarian lingkungan merupakan hal yang berguna.					
7	Menghabiskan banyak uang dalam mempromosikan kegiatan pelestarian lingkungan merupakan kegiatan yang bijaksana,					

### C. Kepedulian Lingkungan

STS : Sangat tidak setuju

S : Setuju

TS : Tidak setuju

SS : Sangat setuju

TT : Tidak tahu

No		STS	TS	TT	S	SS
1	Saya khawatir mengenai memburuknya kualitas lingkungan di Yogyakarta.					
2	Lingkungan Yogyakarta merupakan hal yang perlu saya pikirkan.					
3	Saya terlibat secara emosional dalam isu pelestarian lingkungan.					
4	Saya sering berpikir tentang bagaimana meningkatkan kualitas lingkungan di Yogyakarta.					

#### **D. Memandang keseriusan permasalahan lingkungan**

STS : Sangat tidak setuju

S : Setuju

TS : Tidak setuju

SS: Sangat Setuju,

TT : Tidak tahu

No		STS	TS	TT	S	SS
1	Permasalahan lingkungan merupakan hal yang sangat serius.					
2	Masalah lingkungan saat ini harus segera ditangani.					
3	Permasalahan lingkungan di Yogyakarta semakin memburuk.					
4	Permasalahan lingkungan di Yogyakarta mengancam kesehatan kita.					
5	Permasalahan lingkungan di Yogyakarta mengancam reputasi Yogyakarta.					

#### **E. Rasa tanggung jawab terhadap lingkungan**

STS : Sangat tidak setuju

S : Setuju

TS : Tidak setuju

SS : Sangat setuju

TT : Tidak tahu

No		STS	TS	TT	S	SS
1	Saya seharusnya bertanggung jawab melindungi lingkungan					
2	Pelestarian lingkungan berawal dari diri saya					
3	Saya memiliki tanggung jawab yang besar untuk melindungi lingkungan di Yogyakarta ?					
4	Saya sudah melakukan tanggung jawab melindungi lingkungan sejak saya kecil.					
5	Saya ingin melakukan tanggung jawab untuk melindungi lingkungan di Yogyakarta.					
6	Pelestarian lingkungan di Yogyakarta bukan merupakan tanggung jawab saya, melainkan pemerintah .					
7	Pelestarian lingkungan merupakan tanggung jawab organisasi lingkungan, bukan saya.					

#### F. kepedulian terhadap citra diri dalam perlindungan lingkungan

STS : Sangat tidak setuju

S : Setuju

TS : Tidak setuju

SS : Sangat setuju

TT : Tidak tahu

No		STS	TS	TT	S	SS
1	Mendukung pelestarian lingkungan membuat saya lebih menarik secara sosial.					
2	Mendukung pelestarian lingkungan membuat saya menjadi spesial.					
3	Saya akan dianggap oleh orang lain sebagai orang yang ketinggalan jaman, jika saya tidak mendukung pelestarian lingkungan.					

#### G. Perilaku pembelian produk hijau.

STS : Sangat tidak setuju

S : Setuju

TS : Tidak setuju

SS : Sangat setuju

TT : Tidak tahu



No		1	2	3	4	5
1	Ketika saya ingin membeli sebuah produk, saya melihat label kandungan untuk melihat apakah mengandung bahan yang merusak lingkungan.					
2	Saya lebih memilih produk hijau daripada produk non-hijau bila kualitas produk mereka hampir sama.					
3	Saya memilih untuk membeli produk yang ramah lingkungan.					
4	Saya membeli produk hijau bahkan jika produk tersebut lebih mahal daripada produk non-hijau					



## **ORINAL QUISTIONNAIRE**

Opportunities for green marketing: young consumers

Kaman Lee, 2008

School of Journalism and Communication, ChineseUniversity of Hong Kong, Shatin, Hong Kong

### **Social Influence**

- 1) How much do you learn about environmental products from your friends
- 2) How much do you learn about environmental issues from your friends
- 3) How much do you discuss with your friends about environmental products
- 4) How much do you discuss with your friends about environmental issues
- 5) How much do you buy environmental products with your friends
- 6) How often do you share information regarding environmental products with your friend

### **Environmental Attitude**

- 1) It is essential to promote green living in HK
- 2) I strongly agree that more environmental protection works are needed in HK
- 3) It is very important to raise environmental awarness among HK people
- 4) Environmental protection works are simply a waste of money and resources
- 5) Environmental protection issues are none of my business
- 6) I think environmental protection is meaningless

- 7) It is unwise for HK to spend a vast amount of money on promoting environmental protection

#### **Environmental Concern**

- 1) I am worried about the worsening of the quality of HK's environment
- 2) Hong Kong's environment is my major concern
- 3) I am emotionally involved in environmental protection issues in HK
- 4) I often think about how the environmental quality in HK can be improved

#### **Perceived seriousness of environmental problems**

- 1) How serious do you think the environmental problems are?
- 2) How urgently do you think HK's environmental problems need to be dealt with?
- 3) I think HK's environmental problems are worsening
- 4) HK's environmental problems are threatening our health
- 5) HK's environmental problems are threatening the reputation of HK

#### **Perceived environmental responsibility**

- 1) I should be responsible for protecting our environment
- 2) Environmental protection starts with me
- 3) How much responsibility do you think you have in protecting the environmental in HK?
- 4) I have taken responsibility for environmental protection since I was young

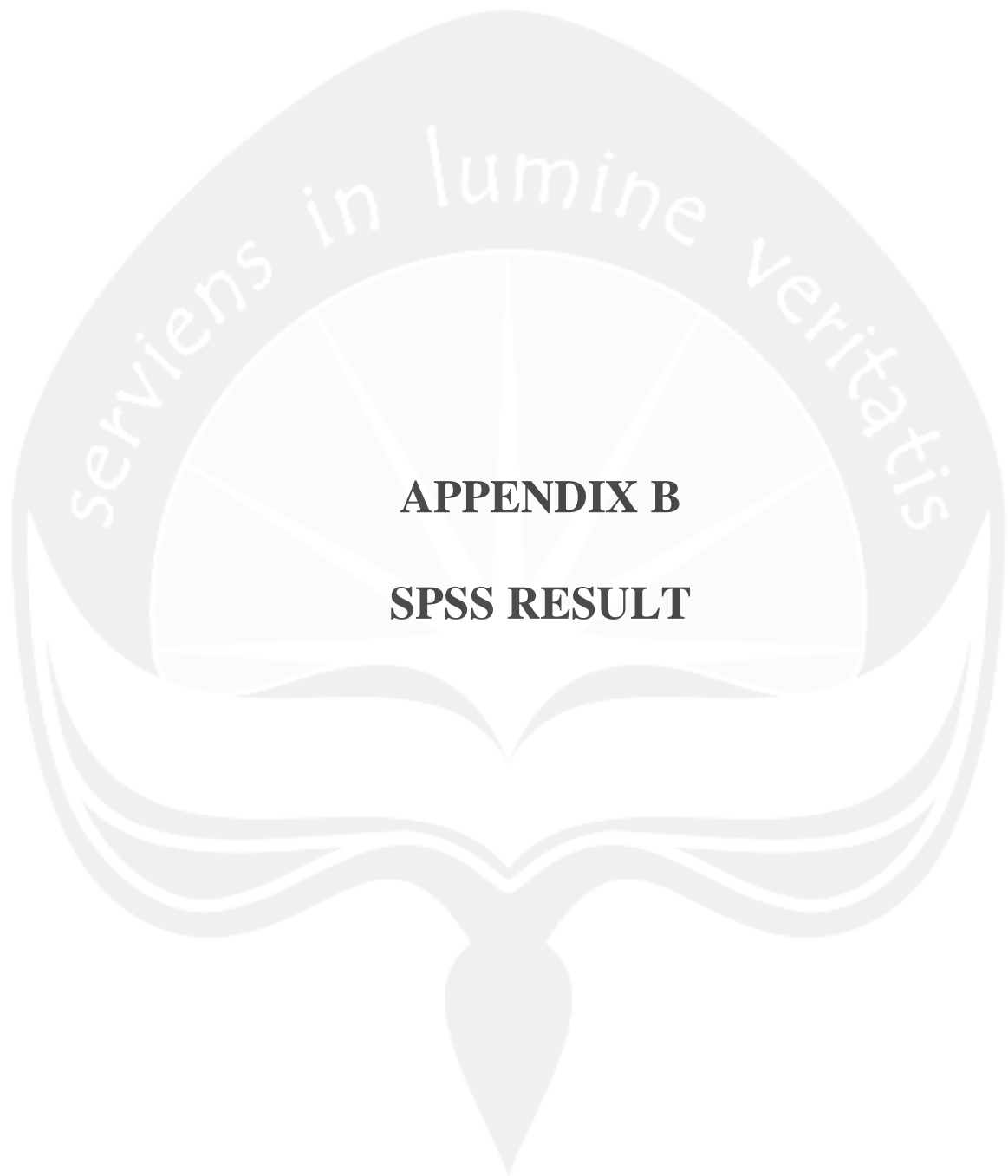
- 5) How willing are you to take up responsibility to protect the environment in HK?
- 6) Environmental protection is the responsibility of HK government, not me
- 7) Environmental protection is the responsibility of the environmental organization, not me

**Concern for self-image in environmental protection**

- 1) Supporting environmental protection makes me more socially attractive
- 2) Supporting environmental protection makes me special
- 3) I will be perceived by others as “out-dated” if I do not support environmental protection

**Green purchasing behavior**

- 1) When I want to buy a product, I look at the ingredient label to see if it contains things that are environmentally damaging
- 2) I prefer green products over non-green products when their product qualities are similar
- 3) I choose to buy products that are environmentally friendly
- 4) I buy green products even if they are more expensive than the non-green one.



**APPENDIX B**

**SPSS RESULT**



**DESCRIPTIVE STATISTICS**  
**of DATA COLLECTION**

## Gen Respondents

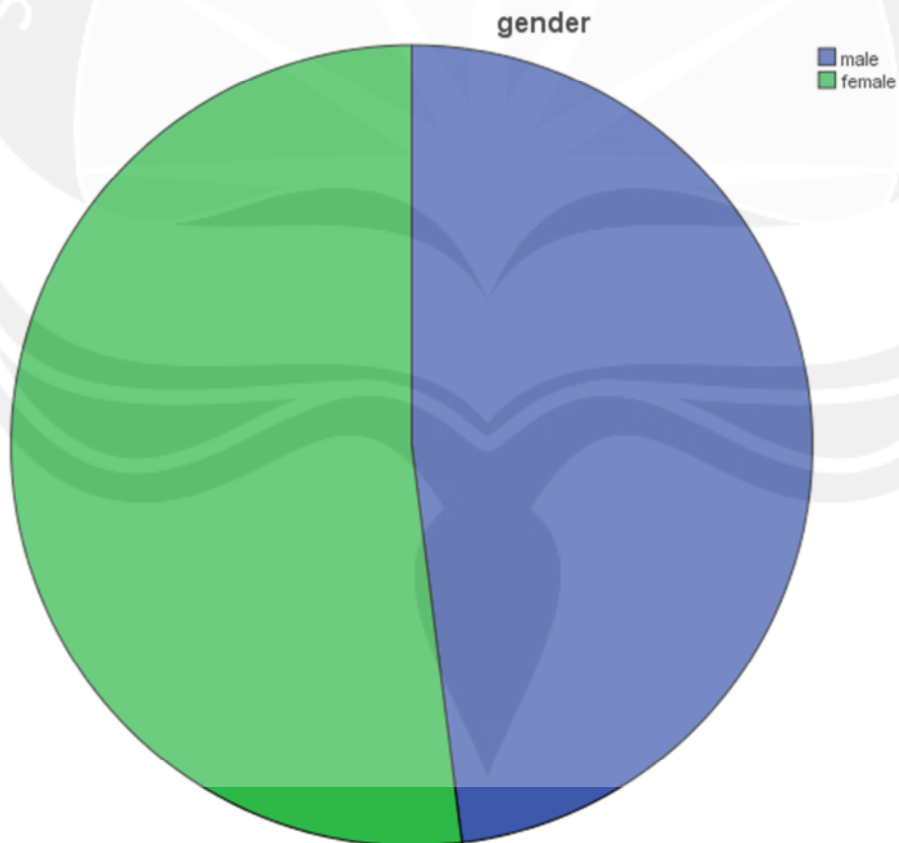
### Statistics

Gender

N	Valid	150
	Missing	0

### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	72	48.0	48.0
	female	78	52.0	100.0
	Total	150	100.0	100.0



## Age of Respondents

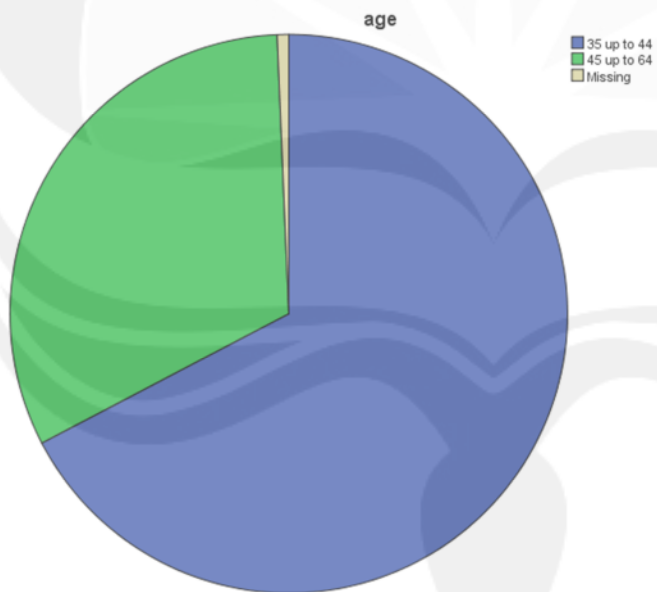
### Statistics

age

N	Valid	149
	Missing	1

### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	35 up to 44	101	67.3	67.8	67.8
	45 up to 64	48	32.0	32.2	100.0
	Total	149	99.3	100.0	
Missing	99.00	1	.7		
Total		150	100.0		





## Education level of Respondents

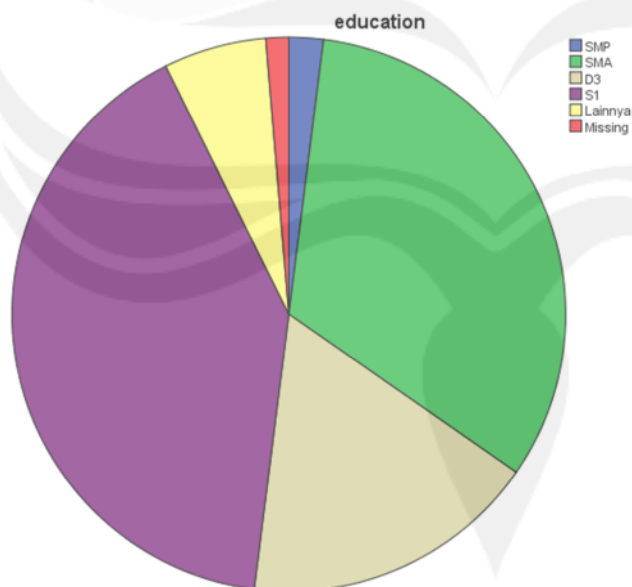
### Statistics

education

N	Valid	148
	Missing	2

### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMP	3	2.0	2.0	2.0
	SMA	49	32.7	33.1	35.1
	D3	26	17.3	17.6	52.7
	S1	61	40.7	41.2	93.9
	Lainnya	9	6.0	6.1	100.0
Total		148	98.7	100.0	
Missing	99.00	2	1.3		
Total		150	100.0		

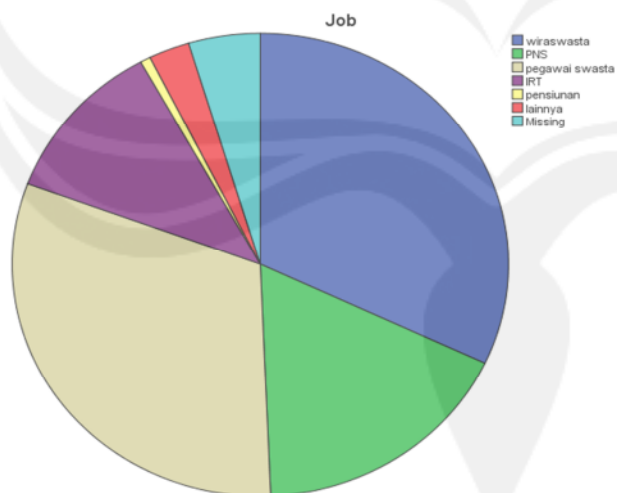


## Job of Respondents

### Statistics

Job		
N	Valid	143
	Missing	7

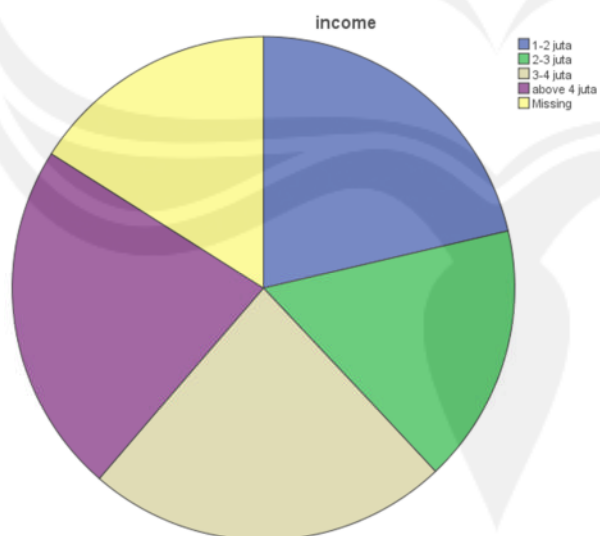
		Job			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wiraswasta	48	32.0	33.6	33.6
	PNS	26	17.3	18.2	51.7
	pegawai swasta	47	31.3	32.9	84.6
	IRT	17	11.3	11.9	96.5
	pensiunan	1	.7	.7	97.2
	lainnya	4	2.7	2.8	100.0
	Total	143	95.3	100.0	
Missing	99.00	7	4.7		
Total		150	100.0		



### Income Range of Respondents

Statistics		
Income		
N	Valid	126
	Missing	24

Income					
		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	1-2 juta	32	21.3	25.4	25.4
	2-3 juta	25	16.7	19.8	45.2
	3-4 juta	35	23.3	27.8	73.0
	above 4 juta	34	22.7	27.0	100.0
	Total	126	84.0	100.0	
Missing	99.00	24	16.0		
Total		150	100.0		



## Join Environment Organization

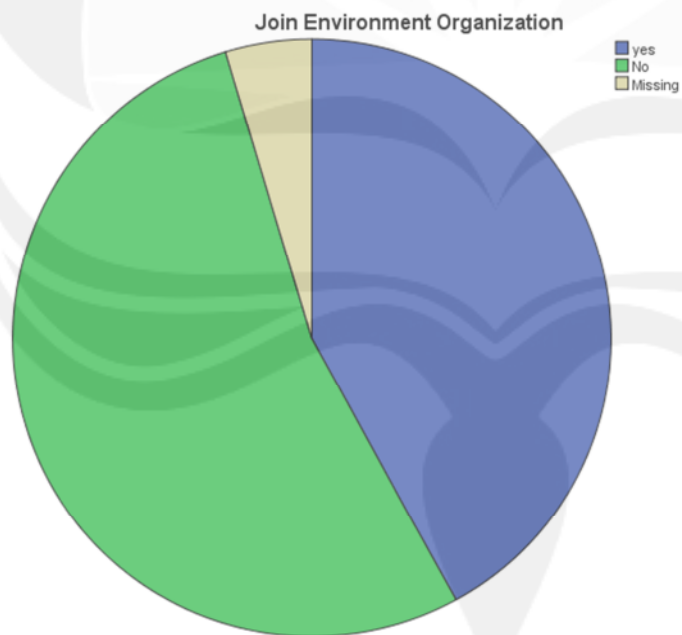
### Statistics

Join Environment Organization

N	Valid	143
	Missing	7

### Join Environment Organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	42.0	44.1	44.1
	No	80	53.3	55.9	100.0
	Total	143	95.3	100.0	
Missing	99.00	7	4.7		
Total		150	100.0		



## Know Green Products Before

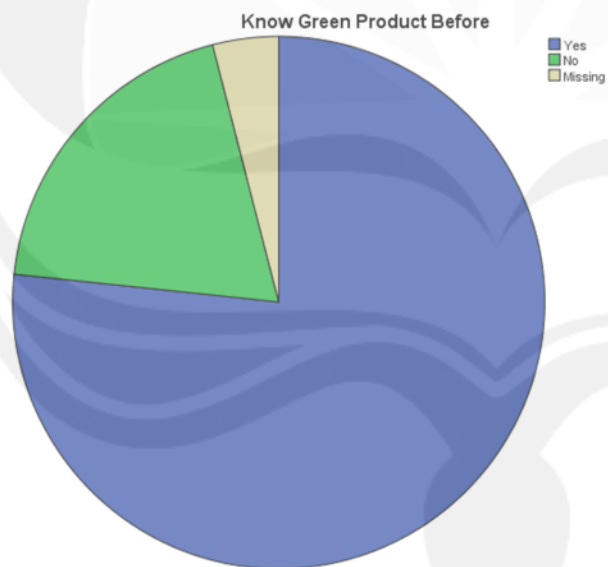
### Statistics

Know Green Product Before

N	Valid	144
	Missing	6

### Know Green Product Before

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	115	76.7	79.9	79.9
	No	29	19.3	20.1	100.0
	Total	144	96.0	100.0	
Missing	99.00	6	4.0		
Total		150	100.0		



## Finding Green Products Advertisements

### Statistics

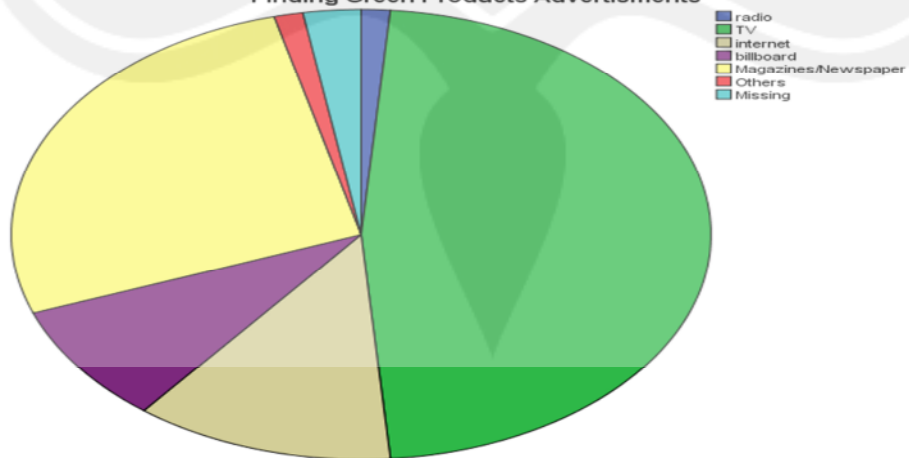
Finding Green Product  
Advertisements

N	Valid	146
	Missing	4

### Finding Green Products Advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	radio	2	1.3	1.4	1.4
	TV	71	47.3	48.6	50.0
	internet	18	12.0	12.3	62.3
	billboard	13	8.7	8.9	71.2
	Magazines/Newspaper	40	26.7	27.4	98.6
	Others	2	1.3	1.4	100.0
	Total	146	97.3	100.0	
Missing	99.00	4	2.7		
Total		150	100.0		

Finding Green Products Advertisements



## Buying Green Products in a year

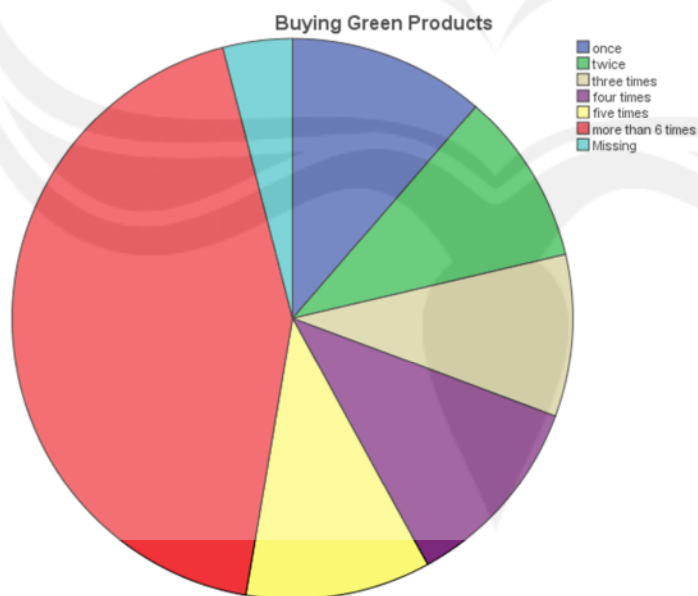
### Statistics

Buying Green Products

N	Valid	144
	Missing	6

Buying Green Products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
once	17	11.3	11.8	11.8
twice	15	10.0	10.4	22.2
three times	14	9.3	9.7	31.9
four times	17	11.3	11.8	43.8
five times	16	10.7	11.1	54.9
more than 6 times	65	43.3	45.1	100.0
Total	144	96.0	100.0	
Missing	99.00	6	4.0	
Total	150	100.0		



**Green Products commonly bought**

**Statistics**

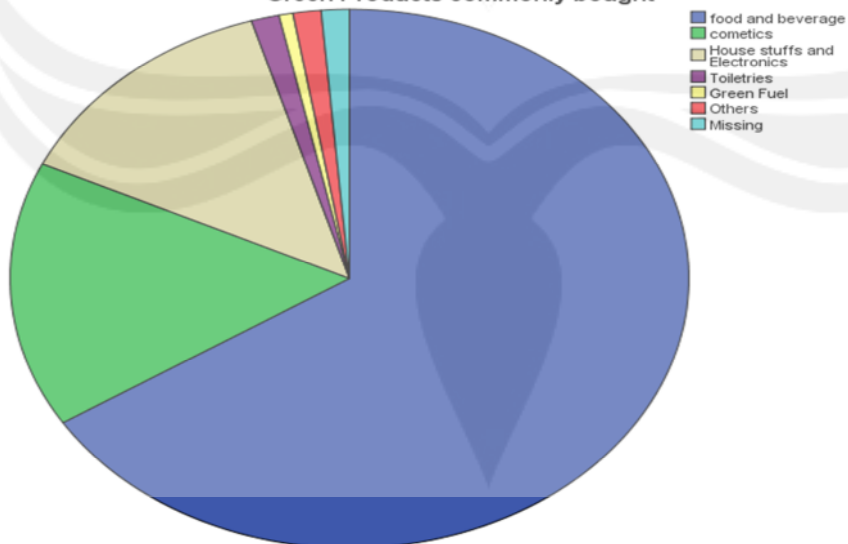
Green Products commonly bought

N	Valid	148
	Missing	2

**Green Products commonly bought**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid food and beverage	99	66.0	66.9	66.9
Cometics	24	16.0	16.2	83.1
House stuffs and Electronics	20	13.3	13.5	96.6
Toiletries	2	1.3	1.4	98.0
Green Fuel	1	.7	.7	98.6
Others	2	1.3	1.4	100.0
Total	148	98.7	100.0	
Missing 99.00	2	1.3		
Total	150	100.0		

**Green Products commonly bought**





**Green Product's Brands**

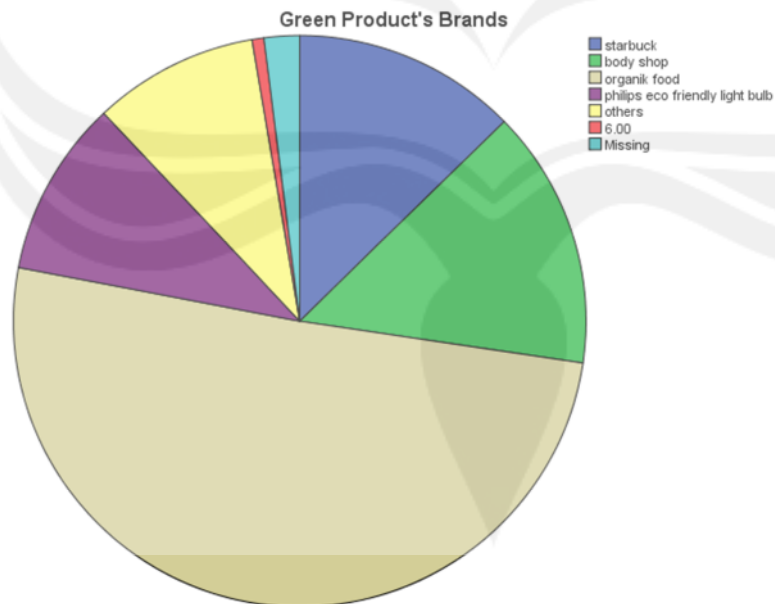
**Statistics**

Green Product's Brands

N	Valid	147
	Missing	3

**Green Product's Brands**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Starbuck	19	12.7	12.9	12.9
	body shop	22	14.7	15.0	27.9
	organik food	76	50.7	51.7	79.6
	philips eco friendly light bulb	15	10.0	10.2	89.8
	Others	14	9.3	9.5	99.3
	6.00	1	.7	.7	100.0
	Total		147	98.0	100.0
Missing	99.00	3	2.0		
Total		150	100.0		





## Scale: social influence

**Case Processing Summary**

		N	%
Valid		149	99.3
Cases Excluded <sup>a</sup>		1	.7
Total		150	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.900	6

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
Social influence 1	2.6846	1.19734	149
social influence 2	3.0940	1.19312	149
social influence 3	2.5973	1.14443	149
social influence 4	2.7114	1.17574	149
social influence 5	2.6846	1.09104	149
social influence 6	2.8523	1.21018	149

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Social influence 1	13.9396	23.327	.693	.887
social influence 2	13.5302	22.670	.764	.876
social influence 3	14.0268	23.770	.690	.887
social influence 4	13.9128	22.513	.796	.871
social influence 5	13.9396	24.584	.647	.893
social influence 6	13.7718	22.448	.773	.875

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16.6242	32.777	5.72509	6

## Scale: Environmental attitude

**Case Processing Summary**

		N	%
Cases	Valid	146	97.3
	Excluded <sup>a</sup>	4	2.7
	Total	150	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.416	7

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
Environmental attitude 1	4.4247	.59695	146
Environmental attitude 2	4.5342	.60074	146
Environmental attitude 3	4.5616	.58690	146
Environmental attitude 4	2.2192	1.32088	146
Environmental attitude 5	3.1027	1.17872	146
Environmental attitude 6	4.3630	.65264	146
Environmental attitude 7	3.0753	1.18080	146

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Environmental attitude 1	21.8562	8.110	.259	.363
Environmental attitude 2	21.7466	7.735	.375	.323
Environmental attitude 3	21.7192	7.693	.403	.315
Environmental attitude 4	24.0616	7.327	.039	.500
Environmental attitude 5	23.1781	6.603	.224	.359
Environmental attitude 6	21.9178	8.214	.189	.383
Environmental attitude 7	23.2055	7.075	.140	.416

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
26.2808	9.348	3.05748	7

## Scale: Environmental concern

**Case Processing Summary**

		N	%
Valid		150	100.0
Cases Excluded <sup>a</sup>		0	.0
Total		150	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.747	4

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
Environmental concern 1	4.1333	.71105	150
Environmental concern 2	3.9533	.83816	150
Environmental concern 3	3.5467	.87152	150
Environmental concern 4	3.7667	.87021	150

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Environmental concern 1	11.2667	4.761	.301	.801
Environmental concern 2	11.4467	3.551	.617	.646
Environmental concern 3	11.8533	3.267	.690	.598
Environmental concern 4	11.6333	3.549	.578	.668

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.4000	6.201	2.49025	4

## Scale: Perceived seriousness of environmental problems

### Case Processing Summary

		N	%
Valid		144	96.0
Cases Excluded <sup>a</sup>		6	4.0
Total		150	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.238	5

a. Listwise deletion based on all variables in the procedure.

### Item Statistics

	Mean	Std. Deviation	N
Perceived seriousness of environmental problems 1	4.2431	.57020	144
Perceived seriousness of environmental problems 2	4.2361	.56700	144
Perceived seriousness of environmental problems 3	4.2778	3.23323	144
Perceived seriousness of environmental problems 4	4.0764	.78518	144
Perceived seriousness of environmental problems 5	3.9306	.89796	144

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Perceived seriousness of environmental problems 1	16.5208	14.433	.164	.206
Perceived seriousness of environmental problems 2	16.5278	14.405	.172	.204
Perceived seriousness of environmental problems 3	16.4861	4.070	.072	.655
Perceived seriousness of environmental problems 4	16.6875	13.279	.275	.138
Perceived seriousness of environmental problems 5	16.8333	12.741	.300	.107

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.7639	15.468	3.93298	5

## Scale: Perceived environmental responsible

**Case Processing Summary**

		N	%
Valid		149	99.3
Cases Excluded <sup>a</sup>		1	.7
Total		150	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.220	7

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

		Mean	Std. Deviation	N
Perceived environmental responsibility 1		4.4027	3.33475	149
Perceived environmental responsibility 2		4.2550	.60576	149
Perceived environmental responsibility 3		3.8993	.94257	149
Perceived environmental responsibility 4		3.8591	.71679	149
Perceived environmental responsibility 5		4.0604	.65994	149
Perceived environmental responsibility 6		2.3624	1.06044	149
Perceived environmental responsibility 7		2.2013	.88516	149

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Perceived environmental responsibility 1	20.6376	6.597	.062	.452
Perceived environmental responsibility 2	20.7852	17.318	.218	.170
Perceived environmental responsibility 3	21.1409	16.433	.191	.152
Perceived environmental responsibility 4	21.1812	16.420	.318	.124
Perceived environmental responsibility 5	20.9799	16.993	.249	.155
Perceived environmental responsibility 6	22.6779	18.017	-.040	.260
Perceived environmental responsibility 7	22.8389	17.366	.086	.202

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
25.0403	18.782	4.33384	7



## Scale: Concern for self-image in environmental protection

### Case Processing Summary

		N	%
Valid		150	100.0
Cases Excluded <sup>a</sup>		0	.0
Total		150	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.844	3

a. Listwise deletion based on all variables in the procedure.

### Item Statistics

	Mean	Std. Deviation	N
Concern for self-image in environmental protection 1	3.2733	.95465	150
Concern for self-image in environmental protection 2	3.0533	1.02837	150
Concern for self-image in environmental protection 3	2.7267	1.16375	150

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Concern for self-image in environmental protection 1	5.7800	3.945	.722	.777
Concern for self-image in environmental protection 2	6.0000	3.624	.744	.750
Concern for self-image in environmental protection 3	6.3267	3.349	.679	.824

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.0533	7.594	2.75580	3

## Scale: Green Purchasing Behavior

**Case Processing Summary**

		N	%
Cases	Valid	149	99.3
	Excluded <sup>a</sup>	1	.7
	Total	150	100.0

**Reliability Statistics**

Cronbach's Alpha	N of Items
.795	4

a. Listwise deletion based on all variables in the procedure.

**Item Statistics**

	Mean	Std. Deviation	N
Green Purchasing behavior 1	3.8322	.84950	149
Green Purchasing behavior 2	4.0738	.72684	149
Green Purchasing behavior 3	4.2215	.62434	149
Green Purchasing behavior 4	3.4094	1.03984	149

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Green Purchasing behavior 1	11.7047	3.791	.673	.709
Green Purchasing behavior 2	11.4631	4.453	.572	.761
Green Purchasing behavior 3	11.3154	4.609	.648	.741
Green Purchasing behavior 4	12.1275	3.342	.609	.764

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.5369	6.737	2.59554	4



## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	CONSELF, ENCCON, SOCINF <sup>b</sup>		Enter

a. Dependent Variable: GPB

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583 <sup>a</sup>	.340	.326	.53109

a. Predictors: (Constant), CONSELF, ENCCON, SOCINF

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.911	3	6.970	24.713	.000 <sup>b</sup>
	Residual	40.617	144	.282		
	Total	61.528	147			

a. Dependent Variable: GPB

b. Predictors: (Constant), CONSELF, ENCCON, SOCINF

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.357	.293		8.041	.000
	SOCINF	.232	.053	.342	4.337	.000
	ENCCON	.021	.081	.020	.258	.797
	CONSELF	.269	.049	.384	5.468	.000

a. Dependent Variable: GPB



Independent Samples Test

		Levene's Test for		t-test for Equality of Means							
		Equality of		T	Df	Sig. (2-	Mean	Std.	95% Confidence		
		Variances									tailed)
		F	Sig.				ce	Differen	ce	Lower	Upper
SOCI	Equal	.002	.966	-.484	147	.629	-.07588	.15683	-.38582	.23406	
	variances assumed										
NF	Equal			-.484	146.	.629	-.07588	.15689	-.38595	.23419	
	variances not assumed										
CONS	Equal	.549	.460	.305	148	.761	.04594	.15059	-.25164	.34352	
	variances assumed										
ELF	Equal			.305	146.	.761	.04594	.15079	-.25208	.34396	
	variances not assumed										