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Marketing Major
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**Factors Influencing Green Purchasing Behavior
of University Students in Jakarta, Indonesia**

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Abstract

Objectives - The objectives of this research are to identify important factors that affect Indonesian university student's green purchasing behavior, and to identify if there is any gender differences on the factors that are significantly affect the green purchasing behavior.

Method – The survey questionnaires were distributed to university students in Indonesia who were between 17-25 years old. The data gathered then analyzed using Reliability & Validity analysis, Multiple Regression, and Independent Sample T-Test.

Results – There are two hypotheses. The first hypothesis is supported. It indicates that the 7 independent variables have positive influences on green purchasing behavior, however only 3 independent variables (Environmental Concern, Perceived Seriousness of Environmental Problems, and Perceived Environmental Responsibility) are significantly affecting the green purchasing behavior. The second hypothesis is not supported. It indicates that there are no gender differences between male and female on Environmental Concern, Perceived Seriousness of Environmental Problems, and Perceived Environmental Responsibility on green- purchasing behavior.

Conclusion – University student in Indonesia shows that Environmental Concern, Perceived Seriousness of Environmental Problems, and Perceived Environmental Responsibility are significantly affect green purchasing behavior, which marketers should be paying more attention to. The result also shows hardly any gender differences between male and female on 3 variables mentioned above.

Keyword –Green Purchasing Behavior, Consumer behavior, University Students, Green Marketing.