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Green Marketing Strategy in Enhancing Consumer's Green Level

By Sevita Frety

LAP Lambert Acad. Publ. Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 219x154x13 mm. Neuware - Environmental awareness has increased rapidly around the globe in recent years because it's occurring now. This has led to increasing consumer demands for greentailing. This research will therefore determine to what extent marketing mix, factors affecting consumer's buying behavior and consumer's knowledge on climate change issues influence the consumer's green level. The main purpose of this study is to determine how JABODETABEK consumer's green level in terms of green, greener and greenest and what factors influence it. This study started with FGD (focus group discussion) to gain preliminary data and continue with questionnaire that was distributed through greentailing consumer. Hypotheses were constructed after literature review and FGD. Testing on the data obtained with descriptive analysis and SEM analysis. This research has led to a conclusion of consumers green level in JABODETABEK is in green position. The main findings are on how to generate green marketing strategy, which must consist the combination of marketing mix and factors affecting consumer's buying behavior. 128 pp. Englisch.



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