

ABSTRACT

The activity to increase awareness in green living is showing a progress in Bandung. The phenomenon shows that university students also participate in some environmental activities. The purpose of this research is to investigate whether these university students in Bandung support green purchasing behavior or not.

This research used 7 influence factors of green purchasing behavior theory from Kaman Lee (2008). They were social influence, environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, and concern of self-image in environmental protection.

This research would identify those influence factors of green purchasing behavior of university students in Bandung using convenience sampling. The research took 400 university students in Bandung to be respondents. The research used quantitative method and the data was statically analyzed by multiple regressions.

The results of this research were as follows: (1) social influence, environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, perceived effectiveness of environmental behavior, and concern of self-image in environmental protection simultaneously affecting green purchasing behavior by 36,8% (2) but it was concluded that only social influence, environmental attitude, perceived seriousness of environmental problems, and perceived effectiveness of environmental behavior had significant affected green purchasing behavior partially.

Keywords: Green Marketing, Green Consumer, Green Purchasing Behaviour